

# Rohan Misra

I'm a multidisciplinary designer with a background in mechanical engineering and a focus on user experience, product thinking, and visual storytelling. My experience spans scaling fashion startups, managing music events, and leading digital design across Web3, AI, and music tech platforms. This range has shaped me into a highly analytical, organised designer with strong user empathy, systems thinking, and a deep attention to detail.

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Design Portfolio:  
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Since graduating, I've worked across brand, web, and product design — bringing clarity and structure to complex ideas while maintaining a sharp eye for visual quality. I'm now looking to join a remote-first team where I can contribute to intuitive, user-centered digital experiences that balance strategy, usability, and aesthetic impact.

## Education

University of Nottingham (2019-2022)  
BEng Mechanical Engineering  
Upper Second Class

SWBGS (2012-2019)  
A-A-B (A-Levels)

## Technical Background

- Adobe Illustrator
- Adobe Photoshop
- Figma
- Apple Final Cut Pro X
- Apple Logic Pro X
- Shopify
- Microsoft Suite
- HTML/CSS
- Monday/Notion
- DJ (5 years experience)
- Guitar (Grade 8)
- Drums (Grade 8)

## Interests

Visual & UX Design  
Music Events  
Branding & Art Direction  
Fashion  
Entrepreneurship  
Mindfulness

## Experience

### ■ JUKEBOX PR | Design Coordinator (2025-Present)

As the sole designer, I led design across pitch decks, social assets, brand identity, and web. I developed fast, error-free workflows to meet tight deadlines, while ensuring consistency and clarity across all touchpoints. This role strengthened my ability to deliver high-quality, user-focused design in a fast-paced environment.

### ■ Mintstars | Digital Designer (2022-2024)

Led end-to-end design for a Web3 creator platform, building a cohesive brand and user experience across web, UX, social, and marketing. Designed landing pages that translated complex, sensitive narratives into engaging, conversion-focused flows. Used heatmaps, A/B testing, and user interviews to iterate on layout, storytelling, and UX performance.

### ■ Brand & Web Designer (2022-Present)

Over the past 5 years, I've worked across graphic, brand, and UX design — supporting clients in music, culture, and tech. Projects include festival campaigns, record label visuals, and end-to-end responsive websites for startups. This work has strengthened my ability to adapt quickly, manage shifting priorities, and deliver user-focused design under tight timelines.

### ■ Dollymix Studios | Clothing | Founder (2018-Present)

Founded a fashion and events brand in 2017, scaling it to six figures in revenue and a 10k+ following through content-driven growth and e-commerce strategy. Led all creative direction, from brand identity and marketing campaigns to store design and pop-ups. Developed skills across UX, graphic design, video editing, and customer experience — with a focus on storytelling, conversion, and the full user journey across digital and physical touchpoints.

