

OBJECTIVE:

Seeking the position of Art Director to use my creativity, leadership skills, and extensive experience in the creative field to partner with photographers, videographers, illustrators, animators, and creative artists. As a highly experienced creative professional from last 17 years, I possess excellent organizational, time management, and interpersonal skills. My ability to multi-task, prioritize workload, and take responsibility for personal and team deadlines enables me to assure the retouching team & colorists carry out cosmetic alterations and color accuracy for both on-figure and still-life imagery.

SKILLS

- Collaborative mindset and creative problem-solving skills.
- Proficiency in Adobe Suite, Photoshop, InDesign, Sketch, After Effects, Figma, Asana and other relevant software.
- Flexibility to remotely art direct shoots further afield or travel to destinations.
- Excellent communication skills to present captivating and thoughtful overviews to the SVP of Brand Creative. Ability to delegate and activate concepts amongst designers and video editors.

PROFESSIONAL WORK EXPERIENCE:

FULLTIME WORK EXPERIENCE

MOVADO

June 2021 – Till now

Role: Associate Art Director

Responsibilities:

- Working closely with the President, Senior Vice President, and other important stakeholders on high-profile projects. Developing comprehensive strategies to ensure that projects run well from beginning to end.
- Developing seasonal and monthly themes for several MOVADO brands, including Olivia Burton, MOVADO Company Stores, and MVMT.
- Providing the team with thorough briefs defining seasonal content requirements, including video, photography, and CGI demands. Next, communicate these requirements to external vendors.
- Coordinating shoot logistics, such as locations, models, photographers, makeup artists, hairstylists, and stylists, and directing them on shoot day.
- Providing retouching comments for post-production and ensuring timely delivery of all project deliverables. Overseeing cosmetic changes and color accuracy for both on-figure and still life photography.
- Design various digital content for multiple platforms including the homepage of company website, emails, and paid social channels such as Facebook, Instagram, TikTok, and SMS.
- Collaborating with project managers to ensure our team is meeting all the timelines & all deliverables are completed on schedule and to high quality.

- Created unique graphics for marketing campaigns for big events such as Black Friday, Holidays, Valentine's Day, Mother's Day, and Father's Day.
- Created in-store graphics for Coach, Ferrari, Hugo Boss, Tommy Hilfiger, Lacoste, and other Movado-affiliated companies, including posters, LCD screens, floor decals and more.
- Supporting global teams based in India, Canada, China, UAE, and Switzerland with new product launches and high-profile projects. Providing visual guidelines tailored for special occasions such as Diwali, Ramadan, and Chinese New Year.
- Implemented and leveraged AI tools to stay current with design trends and industry norms, promoting the creation of unique content. To stay ahead of the curve in design innovation, we use features such as Dark Mode Designs, Sustainable Design, Motion Graphics and Animation, and Retro and Vintage Aesthetics.
- Created and executed a consistent methodology for the team to build design templates in Photoshop and Figma, ensuring consistency and speed in future projects.

Client: ZARIN FABRICS

September 2019 – Till Now

Role: ART DIRECTOR

Responsibilities:

- Oversee the operation of company's website, email marketing program and provide analytics review.
- Keeping up to date with design trends, emerging technologies, and industry best practices.
- Communicating effectively with other departments, such as marketing, sales, and production, to ensure creative concepts align with business goals.
- Developing creative ideas and concepts, selecting colors, typography, imagery, and layout design.
- Collaborating with web developers and programmers to ensure a smooth transition from design to development.
- Use web design software and tools such as Adobe XD, Shopify, and others.
- Understanding HTML, CSS, and JavaScript programming languages to communicate effectively with developers.
- Contributed to the design of email marketing campaigns and website content.
- Analyzing website traffic and performance using tools like Google Analytics to identify areas of improvement.
- Creating reports and dashboards to monitor and track SEO performance.
- Conducting keyword research and identifying target keywords and phrases for website content.
- Designing new brand identity, promotional banners, e-templates etc.
- Have used **Dreamweaver, HTML, CSS3** for the website development and **Mailchimp** for email templates.
- Conduct customer, brand, and product research initiatives.
- Offer expert advice to develop innovative advertising, public relations, social media and events.
- Have used **Photoshop, Illustrator, InDesign** for all the designing work for print and website requirements.
- Used **Shopify** to build / update the website and creating website content.
- Introduced new advanced features like Chat room, bulk order etc.

- Used and introduced **SEO** tool **Moz** to the company for Competitor analysis, keyword research, link building, rank tracking.

Client: MINDSAHEAD ACADEMY LLC, NJ USA

Oct 2013 – Dec 2021

Role: CREATIVE HEAD / FREELANCER /UX/UI/ INTERACTION DESIGNER

Responsibilities:

- Responsibilities include the design and layout of print, web and multimedia pieces, not limited to brand identity, print ads, brochures, postcards, signage, web banners, responsive websites, and e-blast templates.
- Used **Axure RP 8** and **Sketch** to build the wireframes for their Mobile application.
- Completely designed their website www.mindsahead.com.
- Worked with printing Vendors and provided them PSD files as per their specific guidelines.
- Have used **Photoshop, Illustrator, InDesign** for all the designing work for print and website requirements.
- Have used **Dreamweaver, HTML, CSS3** for the website development and **Mailchimp** for email templates.
- Implemented content on **WordPress** and **Drupal** web sites using HTML and CSS and performed day-to-day on-page **SEO** maintenance (i.e., Title Tags, H1 Tags, and Alt Tags etc.)

Client: TLC RELATIONSHIP MANAGEMENT

July 2012 – Oct 2013

Role: Art Director/ /UX/UI/ INTERACTION DESIGNER

Responsibilities:

- Proficiently guided creative projects from concept to completion, including client and vendor meetings, estimation, billing, and process documentation.
- Have used **Dreamweaver, HTML, CSS3** for the website development and **Mailchimp** for email templates.
- Have used **Photoshop, Illustrator, InDesign** for all the designing work for print and website requirements.
- Design and/or direct team of designers, developers and copywriters that produce all print/digital magazines and advertising, responsive websites/e-mail, mobile/tablet applications, collateral, direct mail, trade show promotion and environmental displays.
- I have designed websites like www.hotememberships.com, www.tlc.com, www.marriottvacationclub.com, www.leelaconnoisseurclub.com and many more.

Client: LIVE ON CAMPUS, India

April 2012 – July 2012

Role: SENIOR WEB DESIGNER

Responsibilities:

- Using **Axure RP** Experience in creating Wireframes.

- Designed online and digital presence, including website's homepage and other internal pages with its landing pages, social media profiles, video graphics, and email marketing.
- Manage the company's social media initiatives; create and execute social media editorial calendar.
- Prepared professional looking webcasts in screen flow and presentations.

Client: ENN ENN ADVERTISING, INDIA

Aug 2010 – March 2012

Role: SENIOR VISUALIZER

Responsibilities:

- Collaborated with marketing department, creative director and clients on the development of materials.
- Oversaw print production, including proofing and press checks.
- Designed Packaging materials, Logos, print ads, flyers, TVC's and posters.
- Assisted in research, communication, and coordination of events.

Client: AMERICAN MEDIA ADVERTISING, INDIA

Nov 2008 – Aug 2010

Role: SENIOR VISUALIZER

Responsibilities:

- Creation and design of marketing materials, branding, packaging, P.O.P. displays, tradeshow graphics, environmental design, and photography, illustrations and multimedia presentations.
- Met with sales department and clients to review and revise artwork.
- Arranged for and directed all out-of-house services: plate makers, printers, and photographers.
- Photo scanning, optimizing, and retouching.

FREELANCE / ON-SITE WORK EXPERIENCE

JOBS: Website Design, UX/UI Design, Collaterals, E-mail Templates, Flyers, Brochure, Magazine and Logo design.

CLIENTS: MCKINSOL CONSULTING INC. (NJ), FRONTGATE (Cincinnati Ohio), BLUESTAR INSPECTIONS INC. (Cincinnati Ohio), TRAK GROUP, SUMMERWOOD ESTATES (Cincinnati Ohio), EYE-LEVEL LEARNING CENTER (Atlanta,GA), SMYRNA (Atlanta,GA), GETDOT (VOLUNTEERING ORGANIZATION (Cincinnati Ohio), AMERICAN ENGINEERS GROUP LLC (AEG) (Harrisburg, PA), INTERCULTURAL FAMILY SERVICES, INC. (Philadelphia), STRUCTURAL ENGINEERING INSTITUTE (SEI), (Philadelphia).

- Worked as a **UI Designer/ Graphic designer** on various projects for this SAP IT Consulting company. Extensively worked on multiple areas as a leader with HCD (Human Centered Design) approach and delivered Hi-Fi Prototyping in **Sketch** branding of their software products which includes Logo designing, Web Template, E-Blast (MailChimp), Print Collaterals. Also, I designed their company's booth for the shows like **NRF** (Big Show) in NYC and **Sapphire** in Orlando.
- As a **DIGITAL PRODUCTION DESIGNER** with **FRONTGATE**, Responsibilities include helping the Imaging department with digital retouching and image production. Having an Agile Worked on providing design

support for various website's Homepages, E-mails and Banners using Photoshop, InDesign, Scene7, Sales force.

- As an **INTERACTION DESIGNER** with **BLUESTAR INSPECTIONS INC**, Responsibilities include the design and develop the layout of their website and iPhone/Android Application using **Sketch, Photoshop, Dreamweaver**. <https://www.bluestar.com/>
- **FRONT-END DEVELOPER** with **TRAK GROUP** I was Developing / Coding their new website from the scratch which involves coding in Html, CSS, Java, PHP <https://www.trakcincy.com/>
- **FRONT-END DEVELOPER** with **SUMMERWOOD ESTATES**, I was Developing / Coding their new website from the scratch which involves coding in Html, CSS, Java, PHP <http://summerwoodestates.com/>
- Designed collaterals and e-mail templates for **Eye-Level learning center** using Photoshop, Dreamweaver, Illustrator.
- For **Getdot (volunteering organization)**, I have Designed flyers and email templates using Photoshop, Dreamweaver, Illustrator.
- Designed logo, Trade show material for **American Engineers Group LLC (AEG)**.
- Designed web related artwork for **Intercultural Family Services, Inc.**
- Created website template and web banner for **Structural Engineering Institute (SEI)** using Html, CSS, Java.

EDUCATION:

- Bachelor in Journalism & Mass Communication from Jagannath Institute of Management Sciences (JIMS), New Delhi, India. (2005-2007)
- Certification in Advertising and Print & Web Designing from ARENA ANIMATION, INDIA

References: Available upon request.

Portfolio: www.rashidesigns.com