

OBJECTIVE:

A self-driven and innovative Graphic/web/ux/ui Designer who has been working in the field for the past 11 years seeking for a compelling job where my creative skills are challenged. Seeking a job position in the creative team where I can apply my knowledge of diverse design skills set and graphics art.

SKILLS

GRAPHIC / WEB DESIGN

PRINT

Brochures & Newsletters
Branding
Packaging
Stationery / Magazine

PHOTOGRAPHY

Black & White Photography
Lithography
Retouching
Photograph Restoration

WEB & MULTIMEDIA

Website Design
Social Media Design
Email Template
Website Design

UX/UI DESIGN

Research, Analysis, Design, User Testing
Sketching, Wireframing, visual comps

Hi-Fi/Lo-Fi Prototyping
iPhone/Android Apps template

PROGRAMS

Adobe CC
Photoshop
Illustrator
InDesign
CorelDraw

Html
Java
SQL
Salesforce
CSS

Agile
Sketch
Axure RP
Omnigraffle
InvisionApp

PROFESSIONAL WORK EXPERIENCE:

FREELANCE / ON-SITE WORK EXPERIENCE

Jan 2015 – Till Now

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

CLIENTS: MCKINSOL CONSULTING INC., FRONTGATE, BLUESTAR INSPECTIONS INC., TRAK GROUP, SUMMERWOOD ESTATES, EYE-LEVEL LEARNING CENTER, SMYRNA ATLANTA, USA, GETDOT (VOLUNTEERING ORGANIZATION), CINCINNATI, USA, AMERICAN ENGINEERS GROUP LLC (AEG) HARRISBURG, PA, INTERCULTURAL FAMILY SERVICES, INC. PHILADELPHIA USA, STRUCTURAL ENGINEERING INSTITUTE (SEI), PHILADELPHIA USA

- Worked as a **UI Designer/ Graphic designer** on various projects for this SAP IT Consulting company. Extensively worked on multiple areas as a leader and delivered Hi-Fi Prototyping in **AxureRP**, 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. 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 Axure, 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.

FULLTIME WORK EXPERIENCE

Client: ZARIN FABRICS
Role: MARKETING DIRECTOR
Responsibilities:

September 2019 – June 2020

- Oversee the operation of company's website, email marketing program and provide analytics review
- Designing new brand identity, promotional banners, e-templates etc.
- Responsibilities includes Participate in the development of branding and corporate identity initiatives
- Develop and implement marketing plans, including promotional calendars and programs, new product introductions and other marketing projects
- Develop and manage marketing budgets
- Develop sales forecasting and product branding plans
- Establish and grow a target market share
- Conduct customer, brand and product research initiatives
- Offer expert advice to develop innovative advertising, public relations, social media and events
- Work with business development team and sales teams on brand initiatives
- Demonstrate excellent communication and interpersonal skills
- Used **Shopify** to build / update the website.
- 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
Role: CREATIVE HEAD / FREELANCER /UX/UI/ INTERACTION DESIGNER
Responsibilities:

Oct 2013 – Till Now

- 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.
- 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.
- 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:

- 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.

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

Authorized to work in the US for any employer.

Rashi Kathuria
Graphic/Web/UI/UX - Designer

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