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OBJECTIVE

Seeking a challenging career as a graphic designer for producing visual content for PCs, mobile devices or print and packaging material.

PROFILE SUMMARY

- Skilled in branding, corporate identity, collateral, illustration, packaging & web design.
- Proficient in Photoshop, Illustrator, InDesign, Flash, Dreamweaver and Fireworks.
- Team player as well as an enthusiastic individual contributor.
- Exceptional interpersonal skills with well-developed written and verbal communication abilities.

WORK EXPERIENCE

Graphic Designer at Gene Juarez Salons & Spas LLC. Bellevue, WA (January 2007-October 2007)

- Designed, produced and managed all collateral, direct mail and signage for 8 world-class salons and 2 academies.
- Managed and produced photo shoots for the spring and fall campaigns. Supervised and mentored a team comprising of Marketing Coordinator and two Production Artists. Worked closely with Gene Juarez Team Artistic, photographers, stylists, models and set designers.
- Successfully negotiated and managed all contracts and billing for photo shoots, with budgets ranging from \$50,000-\$100,000. Managed all printing and associated budgets which resulted in reduced costs for the company in every transaction.
- Responsible for production of images, selection, color correction and press checks for final output. Launched three campaigns to 10 locations that included retail and station signage, large format window displays and merchandising.
- Designed and produced gift cards, bags and assorted packaging. Produced and managed guest catalogue and price guide including layout, image management, timelines, press checks, proofs and overseeing copy development.
- Produced print and collateral for many successful company-wide promotional events resulting in increased revenues during off-season too.

Freelance Graphic Designer, San Diego, CA (July 2004-December 2005)

- Consulted for MeekaDesigns.com to create identity systems for its clients encompassing corporate identity and marketing material.
- Freelanced for J Global Entertainment Inc. to create promotional print and online material for its upcoming music events. The Ads were also displayed in the widely distributed 'City Beat' magazine in San Diego.

Intern at Nokia Mobile Phones, Oulu, Finland (January 2004-June 2004)

- Worked as a Graphic Design intern at Nokia, Finland creating graphics for various mobile applications in Nokia's GSM mobile phones. The graphics were optimized for memory size, restricted screen size and for various UI styles.

Sr. Graphic Designer at Ping Cities Pvt. Ltd. New Delhi, India (January 2000-August 2001)

- Conceptualized, designed and daily updated various entertainment and informational portals for Ping cities.
- Created UI styles and templates for the web pages optimizing them for various browsers.
- Created advertisement banners and promotional flash content.
- Directly interacted with clients for requirements and feedback.

Sr. Multimedia Instructor at Arena Multimedia, New Delhi, India (February 1998-December 1999)

Arena Multimedia is a premier Multimedia and Web training Institute of India. It is a pioneer in multimedia education teaching the Adobe & Macromedia Suites.

- Taught multimedia tools such as Adobe Photoshop, Illustrator and Director. Instruction included theory and practical sessions for 4 batches of 15-20 students each varying from high school students, college students and professionals.
- Prepared, conducted and graded semester end exams. Generated general monthly reports on courseware feedback, software upgrading, internal examinations and courseware requirements.

EDUCATION

- Associate of Arts in Visual and Performing Arts (Graphic Design, Honors), San Diego City College, CA (Spring 2006)
- Diploma in Multimedia from ARENA MULTIMEDIA, New Delhi, India (1996-1998)
- Certificate course in "Flash Programming" from UCSD, CA (August 2002)
- Certificate course in "E Commerce and Web Development" from National Institute of Information Technology, New Delhi, India (April 2001)

HONORS & VOLUNTARY WORK

- Volunteered for Mural Painting at Las Palmas Children's Park in National City, CA.
- Dean's Honor List 2004 through 2005
- Certificate in Visual and Performing Arts with Highest Honors.
- Certificate of Achievement at Miramar College, San Diego.
- Volunteered at National Institution for Blind, Delhi for two years as a mentor.
- Certification of Literacy acquired for four individuals as a part of the "Each One Teach One" illiteracy eradication nation-wide program.