Leena Jacob

graphic design • user experience

leena.elizabethj@gmail.com
http://leena.hasaportfolio.com
http://cargocollective.com/leenaj
+91-7259176271

Experience

Freelance graphic designer, Bangalore
August 2010 – Present

I work on both print and web-based projects for clients such as Jism, Image Studio, REACH technologies, as well as several personal projects.

Digital Marketing Creative, Running Bare
Oct 2008 – July 2010, London, UK

I was responsible for designing, implementing and managing layout and content for the online store using a CMS. This also included search engine optimization for search engines. I was responsible for email marketing; design and development of emails sent to customers, which aligned with the company's business goals and marketing objectives. I worked closely with the marketing director to design and implement campaigns, collateral and other print advertising material. I researched developing trends and technology in the ecommerce industry and was an integral part in the effort to re- design the user experience including information architecture and visual design for the new online store.

Visual Designer, Yahoo! Inc.
Oct 2005 – Jan 2008, Bangalore

I designed user interfaces for internal and external applications, websites and several experimental projects. I produced graphic design solutions for internal collateral like t-shirts, ads, posters, brochures, and emails for the design and internal marketing teams. I also worked on digital marketing material such as ads, banners and animated graphics for global products like Yahoo! Search, Yahoo! Answers and Yahoo! Messenger, ensuring they satisfy all branding guidelines. I assisted in conducting usability tests for local and global products.

Design intern, Ogilvy & Mather
April 2004 – June 2004, Bangalore

I designed packaging, posters, point-of-sale displays and other below-the-line promotional items .

Design intern, Gulf Saatchi & Saatchi
June 2003 – August 2003, Bahrain

I worked on image manipulation and layouts for various print jobs (leaflets, brochures, calendars) for a variety of clients like Telecom, Bahrain Duty Free, financial institutions and magazines.

Education

Master of Arts, Digital Media
London Metropolitan University, UK

Focus on new media management, e-solutions and digital media applications, design for the internet, principles of digital media and digital video production

Bachelors of Computer Graphic Design
Wanganui school of design, New Zealand

Focus on computer graphic design, typography, packaging, flash and online media

Skills

Photo/image manipulation, Print design, Corporate identity & collateral, Digital Illustration, Visual design, Icon design, Interaction design, SEO

Tools

Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Image Ready, Adobe Flash, Adobe Dreamweaver(HTML & CSS), Microsoft Office (Word, PowerPoint, Excel, Visio and Project)

Certifications

Certificate in Adobe Photoshop and Corel Draw
Certificate of Honor in User-centered Analysis and Conceptual Design

Awards and Achievements

Runner-up prize in the Yahoo! Widget contest for the design of a desktop search product.
Runner-up prize in Yahoo! Hack Day Contest for the design of a desktop photo application.
Spot Award in the Design Group for quarterly performance
Part of "Yahoo! U Rock" award winning team for consistency in providing excellent design solutions.
Provided illustrations for a software book by N.KrishnaMurthy and A.Saran, published by AuerBach.