

Beena Robert

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Product Designer

Highly dedicated Product Designer with a strong background in graphic design and user experience. Possessing a Bachelor's Degree in Creative Industry Studies with a Major in Graphic Design from the Fashion Institute of Design and Merchandising. Adept in company branding, problem-solving, ui/ux design and front-end web development. Proven ability to communicate effectively, collaborate in a team environment, and solve complex problems.

WORK EXPERIENCE

Vagaro • 07/2021 – Present

Graphic Designer I

- Proven experience as a Graphic Designer on the Customer Design team at Vagaro by releasing over 100+ branded apps in the Apple and Google app stores, specializing in creating user-centered designs for small businesses in the health, beauty and wellness industries.
- Strong understanding of Print Design, Product Distribution and Customer Success. Proven ability to design and develop responsive web pages and mobile apps with a focus on user experience and company branding. Experienced with A/B testing for customer facing Hubspot sales landing pages.
- Proven ability to work effectively in a fast-paced and deadline-driven environment, consistently delivering high-quality work on time including use-case centered corporate presentation decks. Collaborates with cross-functional teams, including sales, marketing, development and customer success teams, to ensure customer satisfaction and success.
- Familiarity with front-end development technologies such as HTML, CSS, JavaScript, and frameworks such as Bootstrap. Experience with UI/UX software such as HubSpot and Figma. Knowledge of web design principles, such as accessibility and browser compatibility.

Independent • 06/2019 – Present

Freelance Visual Designer

- Experienced in designing apparel and pattern designs for both international and local apparel brands, demonstrating a strong eye for detail, color, and form. Skilled in using industry-standard design software and techniques to bring designs to life and ensure they meet brand standards and customer expectations.
- Designed over 30+ logos for businesses in the beauty and fitness industries. Skilled in understanding brand values and creating unique and memorable designs that effectively communicate brand identity and differentiation.
- Designed print materials for Netflix's Holi event, resulting in 100% customer satisfaction. Adept in creating visually appealing and functional designs that effectively communicate the event's message and resonate with the target audience.

- Created social media digital content – Designed social media graphics for numerous apparel brands. Excelled in understanding the brand's aesthetic and utilizing creative design techniques to produce engaging and shareable content that drove brand awareness and customer engagement.

Gap • 05/2019 – 09/2019

Sales Associate

- Demonstrated exceptional sales skills as a Sales Associate at Gap, consistently exceeding sales goals and contributing to the company's revenue growth. Adept in building strong relationships with customers, identifying their needs and presenting solutions that drive sales.
- Exhibited exceptional customer service skills, developing and maintaining strong customer relationships that resulted in a high rate of repeat business.
- Proven success in visual merchandising, creating eye-catching displays that boosted store foot traffic and sales. Expertly upsold and drove sales by effectively communicating product quality and providing personalized styling advice, contributing to the company's overall revenue growth.

Priyanjoli

Social Media Designer

- Demonstrated expertise in creating and implementing social media branding strategies across Instagram, Facebook, and company website, including content ideation, creation, editing, and marketing.
- Led the Chennai Photo Benali Marketing Campaign, overseeing all aspects of the campaign, including ideation, content creation, print design, and distribution.
- Managed product photoshoots, coordinating with models, selecting materials for backdrops, editing final photos and filmography, and developing brand marketing content from photoshoots.
- Successfully developed and executed comprehensive social media marketing campaigns for multiple product launches.

EDUCATION

B.A. Creative Industry Studies in Graphic Design

FIDM • 01/2019 – 01/2021

SKILLS

B2C Marketing, Business Relationship Management, B2B Marketing, Digital Media Design, UX Research, User-centered Design, Management, Adobe Creative Suite, Digital Art, Brand Marketing, Branding & Identity, Print Design, Mobile Application Design, Branding, Customer Loyalty, Print Media, User Experience Testing, Brand Development, CSS & Javascript, Hubspot, Node.js, Wix Editor, Github, Figma