

# Rajinder Singh

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## Profile

Energetic Web & Graphic Designer with 15+ years experience creating and maintaining functional, attractive, and responsive websites for travel companies. Clear understanding of modern technologies and best design practices. Experienced with WordPress and PHP.

## Employment History

### **Web & Graphic Designer, SkyLink Group, New York**

SkyLink Group is a global travel company with websites which are primarily travel fare aggregators. As the Web Designer, my core activities included:

- Planning site designs, functionality and navigation, along with audience funnels and data capture points.
- Handling all composition, color, illustration, typography, and branding for projects.

### **Web & Graphic Designer, DownTown Travel, New York**

Downtown Travel was established 30 years ago and has expanded into one of the largest consolidators to Europe. As the Web Designer, my core activities included:

- Designing, building, and maintaining marketing email creative using data-driven responsive templates.
- Creating landing pages using WordPress CMS.

### **Web & Graphic Designer, FareLink, Toronto**

FareLink is a travel technology company where the flagship portal farelink.com receives over 100 million visitors annually. As the Web Designer, my core activities included:

- Designing, building, and maintaining marketing email creative using data-driven responsive templates.
- Creating landing pages using WordPress CMS.

### **Web & Graphic Designer, Marble.ge, Georgia**

Geo International is a marble and granite organization since 2005 located in Tbilisi, Georgia. As the Web Designer, my core activities included:

- Designing, building, and maintaining marketing email creative using data-driven responsive templates.
- Creating landing pages using WordPress CMS.

### **Web & Graphic Designer, Hotel Park Green, Georgia**

Hotel started functioning on April 25, 2016. As the Web Designer, my core activities included:

- Designing, building, and maintaining marketing email creative using data-driven responsive templates.
- Creating landing pages using WordPress CMS.

### Web & Graphic Designer, Royal Delhi Darbaar, Georgia

Indian restaurant located in Tbilisi, Georgia. As the Web Designer, my core activities included:

- Designing, building, and maintaining marketing email creative using data-driven responsive templates.
- Creating landing pages using WordPress CMS.

### Web & Graphic Designer, HADlabs, Delhi

Best Diagnostic & Pathology Lab for health checkup. As the Web Designer, my core activities included:

- Designing, building, and maintaining marketing email creative using data-driven responsive templates.
- Creating landing pages using WordPress CMS.

### Educational Qualification

- Graduate from DAV College (CHD) in BCA Computer Science Year 2003.
- Class XII Year 1999, cumulative score: 80% (arts stream).

### Additional Qualifications

- Advanced diploma in Graphic designing and Multimedia from “**Maya Academy of Advanced Cinematics**” New Delhi.

### Relevant Skills

- **HTML Editing Tools:** Adobe Dreamweaver, Sublime.
- **Coding-CMS:** WordPress.
- **Graphics Tools:** Adobe Photoshop, Adobe Illustrator, InDesign.
- **Office Package:** Microsoft Word, Keynote (macOS), Excel, PowerPoint.
- **Operating Systems:** Apple macOS, Microsoft Windows.

### Personal Details

- **Date of Birth:** 10/09/1980
- **Address:** Vaishali, Ghaziabad.
- **Languages known:** English, Hindi, Punjabi