



SEEMA SINGH

Graphic and animation Designer

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Education

Post Graduation Diploma Arena Animation & Multimedia (2014-2017)

Arena Animation International Program
(AAIP-Advance Animation)

Bachelor Degree Calcutta University (2000-2002)

Bachelor of Science -Biology

Skills

- Project Management
- Problem Solving
- Creativity
- Digital marketing
- Leadership
- Time Management
- Communication Skills

Expertise

- Graphic Design
- 3d Modelling
- Wireframes
- Storyboards
- video Editing
- Animation

Tools

- Adobe Illustration
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe InDesign
- Adobe Aftereffect
- Autodesk Maya
- Canva
- Microsoft PowerPoint, word, Excel

About Me

I am a passionate and experienced Graphic Designer cum Visualizer with over 6 years of proven expertise. A creative problem-solver, I excel at delivering visually captivating designs across various mediums. Proficient in industry-standard design software, I am adept at meeting tight deadlines both independently and collaboratively. With strong communication skills, I effectively translate design concepts to clients and team members. My keen attention to detail and drive to exceed expectations ensure unforgettable design experiences.

Work Experience

Design Manager | Sept 2021 - May 2023 RaphaCure | Cure and Care Primary Care Pvt. Ltd.

As the Design Manager at RaphaCure, a Health and wellness-based company, my major role involved leading the design team and overseeing all design-related needs. I provided comprehensive design solutions and collaborated with stakeholders to create impactful presentations and deliver engaging visuals.

One of my significant accomplishments was leading a UI redesign for a high-traffic website of RaphaCure. I conducted thorough user research, implemented design solutions, and performed usability testing to enhance the user experience and achieve our business objectives.

In addition, I successfully managed projects, ensuring timely delivery and maintaining design standards throughout the process. I effectively coordinated with cross-functional teams to achieve project goals.

Graphic Designer | March 2021 - Sept 2021 Offineeds | Touchstone Enterprises Pvt. Ltd.

During my tenure at OffiNeeds in the OBS division, I worked as a graphic designer, focusing on the branding of 64 brand stores. My responsibilities included designing logos, and banners, and overseeing product photoshoots to maintain updated visuals. Additionally, I created engaging emailers to enhance customer interaction. Collaborating with cross-functional teams, I found immense fulfillment in delivering visually captivating designs that authentically represented the unique identity of each brand. Overall, it was an invigorating and deeply satisfying experience.

Marketing & Promotion Manager | Feb 2020 - March 2021 Offineeds | Touchstone Enterprises Pvt. Ltd.

Smcare Private Limited manufactures consumer items. During the pre-launch phase, I worked with the department head and team to negotiate budgets and develop marketing strategies for the launch event, as well as engage in campaign design, strategic planning, and preparing advertising media selections.

In addition, I was in charge of developing presentations, educating the staff on the product, and communicating with B2B customers.

Faculty | Jan2018–Feb 2020

Movinggear Animation Studio

At Movinggear Animation Studio, I worked as a faculty member specializing in Autodesk Maya, Adobe Illustrator, and InDesign.

Other work Experience

Freelancer | Jan2015–Feb 2020

Science Vision International:

Created 3D models of DNA molecules and DNA replication processes, as well as illustrations and animations to explain DNA replication and DNA sampling.

Dhee Masala:

Redesigned the company's website to make it more user-friendly and visually appealing. The new website has helped to increase traffic and conversions. also created a new branding identity for the company, including a new logo, website, and marketing materials. The new branding helped to increase brand awareness and sales.

Kirman Kitchen:

newspaper ad and banners design.

Zonal Board Creations:

Created a series of explainer videos.

Achievements

- Increased brand awareness and sales for clients. I have worked with a variety of clients to create branding identities, websites, and marketing materials that have helped to increase their brand awareness and sales.
- Improved user experience and conversion rates. I have also worked on projects to improve the user experience of Raphacure websites and landing pages, which has led to increased conversion rates by 15%
- Helped a small business increase sales by 20% after redesigning their (Dhee Masala) website.
- Created engaging and informative visuals. I have a strong understanding of typography, color theory, and composition, and I use these skills to create visuals that are both visually appealing and informative.
- Delivered projects on time and within budget. I am a reliable and efficient worker, and I always strive to meet deadlines and stay within budget.
- Received positive feedback from clients. I have consistently received positive feedback from clients for my work, and I am proud of the relationships I have built with them.

I am always looking for new challenges and opportunities to grow as a graphic designer, and I am confident that I can continue to achieve great things in this field.

Reference

Nanda kumar

Raphacure –HR Manager

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Ranjeet Akula

Dhee Masala– Founder

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