

RAINA SONI

Graphic, Web Designer
and Illustrator

over 12 years of
experience in the
creative field.

PROFILE

Date of Birth

November 19, 1983

Address

House No-42, Murugan
Nilayam, RMV 2nd stage, 4th
cross, Ashwath Nagar,
Bangalore

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Portfolio Link

<https://www.behance.net/rainasoni>

LinkedIn

<https://www.linkedin.com/wlite/in/raina-soni-3ba8b133>

ABOUT

I'm an experienced Graphic and Web Designer, Illustrator, and Visual Artist from Bangalore. My expertise includes graphic and web design, logo design, merchandise design, emailer design, layout creation, web page development, social media design, and more. With my unique perspective and attention to detail, I strive to create visually stunning designs that captivate and engage the audience. I'm confident that my skills and ability to collaborate effectively make me a valuable addition to any team.

PROFESSIONAL EXPERIENCES

2022 - Present

Selah (US)

As a Sr. Graphic Designer

- Crafted a diverse range of graphics and layouts, including product illustrations, company logos, emailer designs, and sales deck designs, to establish a comprehensive brand identity for the company.
- Defined the creative direction for both the company and multiple clients, while establishing brand guidelines encompassing style, icons, typography, fonts, and color palette.
- Concurrently handled more than 5 projects based on the workload of current US-based clients.
- Led a team of five individuals within the organization, which involved training interns as well.
- Produced visually captivating social media material for various platforms like LinkedIn, Instagram, and Facebook, resulting in a 20 to 40% increase in engagement rates.

2019 - 2021

(3 Years)

Freelance Graphic Design

As a Graphic Designer & Illustrator

- Partnered with several Indian clients to develop their branding guidelines, encompassing logo design, product design, packaging, and merchandise design, ultimately leading to increased product sales on online platforms.
- Created hand-drawn illustrations for a children's book publication, utilizing both digital illustrations and coloring techniques.

2017-2018

(2 Years)

Gyansolutions

As a Graphic Designer

- Applied knowledge and skills in layout, infographics and aesthetic design principles to create sample layouts and design concepts.
- Created all advertising content for various media, including, catalogs, business cards, posters, T-shirts, ID cards, banner, hoarding and standees.
- Played a key role in upholding the company's visual language consistency across all mediums, resulting in receiving the Best team Performer of the Year Award from the company.

2012 - 2016

(5 Years)

Freelance Visual Artist

As an Artist

- Functioned as a visual artist while acquiring additional software proficiency and skillsets necessary for graphic design.

2010 - 2011

(2 Years)

Aadarsh Pvt. Ltd. Bhopal

As an Illustrator

- Produced digital illustrations for children's books, including NCERT Books from grades 1 to 9.
- Digital flat coloring for the illustrations.
- Developed storyboards for various stories and poems.

EDUCATION

2006

Barkatullah University, Bhopal (M.P)

Masters of Visual Art

2016

Arena Animation Institute, Bangalore

Diploma in web and graphic design

SKILLS

Graphic Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Corel Draw
- Social Media Design
- MS Word, PowerPoint, Excel

Web Design

- Figma
- Adobe XD
- Adobe Flash
- HTML
- CSS
- Dreamweaver



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PARTICIPATIONS IN ART EXHIBITION/COMPETITION

Took part in art competitions at the national level, such as:

- Participated in the All India Fine Arts and Craft Society in New Delhi.
- Took part in the National Art Competitions organized by the Lalit Kala Academy in Bhopal.
- Participated in the North Zone Cultural Center in Nagpur.
- Entered the State Art Competition organized by the Madhya Pradesh Government.

Group Exhibitions

- Group show at Lalit Kala Academy, New Delhi in 2012.
- "Covered Uncovered" a solo show at Bharat Bhawan, Bhopal in 2011.
- Group show at Shanta Art Gallery, New Delhi in 2009.

Scholarships

- Scholarship (Visual Arts) by Ministry of Culture HRD, India 2008-2009.

Camps

- All India Students Graphic workshop at Bharat Bhawan, Bhopal.
- International Art Festival organized by Kala Vart Nyas, Ujjain.

Capability Profile

- I relish challenges and possess a self-motivated and self-directed approach to my work.
- Self-result-oriented individual.
- Accustomed to tight deadlines and pressure.
- Quickly learn new skills in a supportive environment.
- I enjoy collaborating with team members and have experience in ensuring brand consistency across all platforms.