Senior Art Director

ROBERT SMITH

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Objective

Certified Software Testing professional. Good Knowledge of Testing Practices, Quality Control. Familiar with SDLC - Waterfall, V model and Agile Scrum methodologies Underwent 100 hours of professional training in the Software testing processes Good understanding of the STLC process - Test case documentation, review process Basic knowledge in Automation testing using QTP Hands on experience on system testing Knowledge in test management using QC or JIRA Defect management using Bugzilla Possess excellent communication, interpersonal and analytical skills, flexible and detail oriented attitude UI / Web Graphic Design - Skill set 7+ years of extensive experience in leading, strategizing and implementing best practices for UI, Information and Interaction development platforms Proficient in building Web User Interface (UI) using HTML, DHTML, table less XHTML, HTML5, CSS3, that follows W3C Web Standards and are browser compatible in web 2.

Skills

Manual Testing, Basic Automation Testing, Graphic Design, Web Design, Creative Design And Corporate Design.

Work Experience

Senior Art Director

ABC Corporation - January 2002 – August 2005

- Interact with Subject experts to understand the requirement.
- Analysis and storyboarding.
- Co-ordinate with the team in understanding the requirements for the web design projects.
- Create wireframes for the web design and get approval from the team lead and done the final design.
- Create Web design mock ups.
- Developed screens based on Interaction Design layouts using consistent color palettes, font styles, and visual elements.
- Design and develop user friendly web templates and get approval from the team lead.

ART DIRECTOR

ABC Corporation - 1997 – 2002

- Managed website design, on-site graphics, ongoing website optimization, and performed web uploads
- Collaborated with marketing teams to implement branded features and brand book guidelines
- Developed promotional videos on Flash
- Created logos and branding for hotels restaurants; produced flyers, brochures and promotional materials
- Designed menu, posters, pamphlets, holiday promotional materials, billboards and e-banners
- Implemented new promotions and aggressive BTL campaigns, increasing restaurant revenue by 60%
- Developed competitive and revenue-driving ad campaigns for fortune 500 hospitality company.

Education

B.sc., in Visual communication Design - 1991(Govt., College of Arts and Crafts - Chennai, Tamil Nadu)