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Objective:

To involve in some innovative work that will put my knowledge to practical use, broaden the horizons of my skills and understanding and contribute towards the organizational goal.

I enjoy working with a team of creatively like-minded individuals, leading projects, building relationships with clients and working under pressure. I also believe strongly in mentoring, understanding that we have a responsibility to extend to others what we've been given.

Known Tools:

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Personal Details:

Date of Birth: 13th May, 1989
Nationality: Indian
Gender: Female
Languages known: English, Hindi, Marathi, Telugu.
Total Experience: 7 years

Work History & Responsibilities:

1) Istreet Network : Team Leader

Moderating the content of the products listed on Ebay.in.
Editing the images of the products.
Designing Emailers & Mailer for Ebay Kuponan Deals (presently inactive)

2) Entrall Media : Creative Head & Content Moderator

Gathering discount coupon from different websites
Moderating the content which needed changes
Designing creative Discount Coupons and listing them on Buzzr.in
Handling each category of Buzzr.in (presently inactive)

3) Bajaa.com : Creative Head & Content Analysis

Moderating the content of the products listed on Bajaa
Editing the images of the products.
Designing Banners, Posters, Emailers & Mailers
Design changes on Bajaa website when needed.

4) Sodainmind.com : Interaction Designer & Visualizer

Requirements: To look after the interaction between users and computers.

Client Design expectation

Scrutinize the content sent by Client

Create personas

Mockups

Wireframes, prototypes

Responsive Websites

UI Designs for Android interface & IOS Interface

Responsibilities: Finalize Typography & Color Scheme.

Design App icon.

Visual Designs (design required elements for the app)

Design Icons

Provide A&B Design Concept to the client

Layout (pixel & gridding)

A simple and clean user experience visuals.

Create presentation (detail view of the app with the kind of feature it provides)

Test the app internally.

Work Flow

Project Title: Sigatul Haj

Client: Singapore

Domain: Mobile Application

Scope of the Project: To Design a Application which helps all members going on hajj pilgrimage.

Users can use the app to locate pre-defined locations in Mecca and get directions to go to that location via device GPS integrated using Google maps.

The app also features a group listing as well as when I'm lost type function that helps Masools know where their hujaj are.

Sigatul Haj:

<https://play.google.com/store/apps/details?id=com.haj.haj&hl=en>

<https://itunes.apple.com/us/app/sigatul-haj/id918116771?mt=8>

Team Size: 2

Role: Ui Designer

Responsibilities: Create Sitemap.

Design Mockups/Wireframes.

Grid based Screens (Android & iOS)

Finalize Typography & Color Scheme.

Design App icon.

Visual Designs (design required elements for the app)

Layouting

Create presentation (detail view of the app with the kind of feature it provides)

Test the app internally.

Software Tools/Skills: Graphic Design, Illustration, Photoshop, Visual Design

5) Nestopia.com : Design Lead (project terms)

Create Responsive Website & Mobile application for the service.

Work Flow

Project Title: Nestopia Mobile App

Client: Harsh Jain

Domain: Mobile Application

Scope of the Project: Designing a mobile Application Design (android & iOS) & a Responsive Website for Interior Market, where user can post their request for interior service, and professionals can apply for these request (its a lead based feature app).

Team Size: 1

Role: Visual Designer

Responsibilities: Create Sitemap.

Design Mockups/Wireframes.

Grid based Screens (Android & iOS)

Finalize Typography & Color Scheme.

Design App icon.

Visual Designs (design required elements for the app)

Layouting

Create presentation (detail view of the app with the kind of feature it provides)

Test the app internally.

Software Tools/Skills: Graphic Design, Illustration, Photoshop, Visual Design

6) AICL Communication : Design Lead – Digital

Requirements: Scrutinizing the print format of the AGM Report

Though process on kind of Interaction to be used

Discussion with Developers

Wireframe

Picking right images for right content

Microsites

Responsibilities: Finalize Typography & Color Scheme

Print & Digital to be in sync

Design Icons

Provide A&B Design Concept to the client

Responsive Layout (pixel & gridding)

Work Flow

Project Title: Annual Report 2014-15 for Bharat Forge

Client: Bharat Forge

Domain: Other

Scope of the Project: To create a microsite for the print annual report which brand publish during their AGM.

URL : <http://content.dionglobal.in/bharatforge/AR2015/index.html>

Team Size: 1

Role: Interaction Designer

Responsibilities: To think over a concept.

Visual discussions

Wireframes

Typography & Color Scheme

Micro Interaction ideas

Final Designs

Presentation

Software Tools/Skills: Graphic Design, Illustration

7) Persistent Systems Limited : Senior Visual Designer

To handle the entire creatives of IT BU

Design Dashboard

Websites

Mobile application

Banners, Posters, Mailer, Emailer, Snippets

Work Flow:

Project Title: MSFT_C&E_AzureCAT C&E Website_Hazel Rice

Client: Microsoft Corporation

Domain: CRM(Customer Relationship Mgmt)

Scope of the Project : To design visuals which create a gateway application containing a landing page that provides C+E application users access to C+ E Search, C+ E Enrollments, Service requests, Dashboards and details on content.

Team Size: 5

Role: Senior Visual Designer

Responsibilities: Designs application will make the C+ E search Application C+E Company and Contact Enrollment Request available inside a iframe.

Match Creatives to the needs of the clients

A simple and clean user experience visuals.

Typography and color scheme.

Software Tools/Skills: Visual Design, Illustration

Project Title: MSFT_Cust and Contact Enrollment Request Website_Andrea Fox

Client: Microsoft Corporation

Domain: CRM(Customer Relationship Mgmt)

Scope of the Project: The scope of work was to create a simple user experience Visual Designs for PMs' to search and add all information about customer to their programs.

A systematic grid view of all the information which needs to be viewed.

Team Size: 5

Role: Senior Visual Designer

Responsibilities: The goal of this project is to allow a PM to search about information on a customer.

Designs which provide guide to PM's to use the correct action

Match Creatives to the needs of the clients

A simple and clean user experience visuals.

Typography and color scheme.

Software Tools/Skills: Graphic Design, Illustration

Other Projects Include:

Microsites:

Reliance Annual Report: <http://www.ril.com/ar2014-15/index.html>

Zee Annual Report: <http://www.zee television.com/investor-relations/html-annual-report-2015/index.php>

Piramal Annual Report: <http://www.piramal.com/e-annual-report-2015/>

Bharat Forge: <http://content.dionglobal.in/bharatforge/AR2015/index.html>

Vedanta: <http://ar2015.vedantaresources.com/>

Web designing:

Nestopia: <https://nestopia.com/>

Tisaahomes: <http://sodainmind.com/projects/tisaa-homes/website/>

Techstep: <http://techstep.net/>

Date:

Place: Mumbai