



VAIBHAV GAIKWAD (UI and UX Designer)
B.F.A. (APPLIED ART)

VAIBHAV GAIKWAD

OBJECTIVE

Always trying to make design which work
not how it look like or feels like

QUALIFICATION PROFILE

- Passed B.F.A.(Applied Art) from B.S. Bandekar Collage of fine art (Sawantwadi) Mumbai University In 2008,
(Ranked 1st in collage & 15th in Mumbai University Securing 1st Class)
Specialization: Photography.
- Completed Graphic Designing from Image Institute, Mumbai.
- Completed Advance Photograph from National Institution of Photography, Mumbai.
- Passed HSC. From University of Mumbai In 2004.
- Passed SSC. From Maharashtra Board In 2002.

CREATIVE EXPERIENCE IN THE FOLLOWING

Print

- News Paper Campaigns
- Hoarding
- Branding
- Brochures & Newsletters
- Logos & Business Cards
- Posters & Post Cards
- Stationery

Photography

- Black & White Photography
- Colour photography
- Retouching

Web & Moblie UI/UX

- Helping for layout designing for website
- Web / Mobile / Social Media Applications
- Application for All platform IOS, Android, Windows

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PROFESSIONAL EXPERIENCE :

Eggfirst Advertising July 2008 to January 2012

Working in team as visualizer taking brief from client servicing people & think about the idea then discuss with the Art Director. Then take it for final execution. Working as a team player. Successfully manage and coordinate graphic design project from concept through completion. Collaborate with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Work on client like **Capricon, Viacom18, Autocop Security, Axn**. In this agency I learn totally about the print media design work. It improves the knowledge about **Typography, Illustration, Colour theory, Human physiology** about the Advertising. and how to attract the Consumer by using all these principles. It helps me to develop the Idea about Campaign planning.

Red Digital Media April 2012 to July 2013

After completing 2 yrs in Print media which develops my skills in design. so that time I decide to go with the future which is in Digital. The platform was new for me but the basics are same for Design. only Dimensions change into pixel And colour changes CMYK to RGB.

Working in team as well as individual performer. taking brief from client servicing people & convert that brief into as per the client requirements & as per the market standard.

In this agency I get the chance to work with the bigger brands. which was a challenge for me. Here I get the knowledge about how to design website. Desktop Application as well as Facebook application. Mostly Sizes and Dimension about the creative is given by the Development team. I do only Creative part of it and explain to Development team what kind of result I am looking for in that time. I explain them what kind of Animations I require in Creative. Sometime I provide them examples so they can understand in a better way. after the coding part is done creative comes to for testings so at time I point out the corrections draft them in to mail so even I am not there so they will get the Idea how to solve it.

In this agency I Work for Client like Slice, Mumbai Indians, BMW, Miranda, Lifestyle, Bergerpaints, Godrej

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PROFESSIONAL EXPERIENCE :

Robosoft Technology July 2013 to Nov 2015

By the past working experience in digital Advertising Agency I get the more knowledge about the digital world. This world not only include the Design & Advertising Principles, this includes the Human Physiology, Consumer Experience, User Experience also. because of this I love to go more in to detail in Digital. Because of that my next step was started working as Ui and UX Designer

Working as Ui & UX designer I make Information Architectures and ux strategy for all platforms like **Andriod, Windows & Apple (Mobile, Ipad & Android Tab)** & for web also and converting those wireframes in to UI design.

Before Making any Application we do some user research. We use some Ux methods. to get the more knowledge about user. then we interview almost 20 -25 Target audience. which gives the detail knowledge about the user and simplifies the wireframe level design. We render Experiences maps of Target Audience which we interviewed which solve the lots of problem of user and we get those feature which user wants. Sometime I interact with the clients to get knows there special requirements. In this agency I work in team as wel as individual performer. Right now I have two people team under to me

In this agency I work for client like **Snapdeal, Jabbong, Colours TV, Triphobo, Quikr, IIFL,** Some pitch work for **ICICI**

Merilent Dec2015 to Jun2016

making application of US hedge funds market for all platforms. working as ui and ux individual performer in 3 to 4 teams. working with all developers and guide them to build better user experience. I am learning CSS and HTML also to to help the UI look better. it's best way to deliver the idea to learn something your own and show to people. I always take meetings with business analyst to understand the business. then we go to the next step of how user is going to use that applications. hedge funds user have very different mind set when they using this app. so need to look up at the business need as well as user habits.

so working for this kind of user is really different experience. as well as I am learning development part which give the idea about the boundaries of final output.

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PROFESSIONAL EXPERIENCE :

Quinnox Oct 2016 to Present

Working as Senior Ui And Ux designer. handling team of designer. Mostly working for US Clients (Client WM : West Management) and Switzerland Client (Firmenich).

working for all platforms IOS, Android, Windows

work with Business analyst to get understanding of business and then come up with business wireframes, then set Ui guidelines.

COMPUTER KNOWLEDGE

Photoshop & CorelDraw, Illustrator

LANGUAGE KNOWN

English, Marathi, Hindi

CONTACT

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**THIS IS NOT THE END
THIS IS JUST A BEGINNING**