

# Sitara Srivastava

Mumbai, Maharashtra 400053

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- Creative Graphic Designer with over 8 plus years of experience in Graphic Design, User Interface Design, Web Design, Creative Visual Design, Social Media Planning & Designing, Client Management, across Print & Digital Media
- Possess creative solution skills with excellence in UI/UX Design, 2D Motion Graphics, 2D Animation, Character Design, Illustration, Newsletter, Storyboard, E-learning, Product Simulation, Typography & so on
- Competencies in designing for Websites, Web Ads, E-Mailers & Banners; experience in designing visuals for applications and websites to juggle multiple assignments and meet tight deadlines
- Gained expertise in designing layouts, producing images, logos, catalogues, brochures and developing styles for websites, social media profiles and corporate communications
- Highly skilled in leading end-to-end management of multiple projects from conceptualization and visualization to mapping and final execution
- Excellent at analyzing end-user requirements, custom designing solutions, troubleshooting for the graphic applications and presentations
- Capability in developing scenario based conceptual wireframes for the identified critical scenarios, high fidelity prototype for key representative scenarios
- Familiar with industry best practices (user experience design), usage PhotoShop, Illustrator, creating videos on Canva, creating corporate presentations in PPT

## Career Timeline

## Work Experience

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### **Senior Manager - Graphic Designer**

Rite Knowledge Labs - Mumbai, Maharashtra

November 2019 to February 2022

- Customized UX/UI approach for projects varying from Webpage, Portals & Mobile App
- Translated research findings into actionable, prioritized recommendations & prepared mock-ups, prototypes, wireframes and interaction designs
- Facilitated design, concept and prototype sessions; developed an effective and efficient prototyping/ storyboard process to communicate user experience visions to stakeholders; created designs that align with the user needs
- Created designs for Brochures, Posters, Banners, Leaflets, Photoshop Editing Works, Prepress Settings and all kinds of Printing Jobs
- Prepared logo, icon for web and print media along with graphics and illustrations
- Formatted, enhanced and designed brochures & PowerPoint based reports & proposals, brochures & placemats, hand-outs & publications, posters & newsletters, tent cards, name tags and binders/ tabs/ spines
- Worked closely with Design, Development, Program Management, Marketing Research, Analytics and other teams to develop user-centred features

- Conducted user research and evaluating user feedback
- Prepared graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software
- Presented solutions, ideas and recommendations that served the requirements & documenting the discussion, concepts & the finalized scope

### **Graphic Creative Head**

V4Web - Mumbai, Maharashtra

June 2016 to October 2019

Highlight: Made creative and responsive Websites, Mobile Apps, Logos, Print Collaterals; coordinated between the clients and the In-house Team.

### **Entrepreneur**

Starryartz - Mumbai, Maharashtra

January 2013 to December 2015

Pune, Gurgaon.

### **Creative Consultant**

Apex Global Solutions

February 2007 to August 2011

Highlight: Worked on Website designing, Logo and Brochure designing (Collateral Designing).

### **Freelancer**

Unitek

March 2004 to May 2006

Highlight: Worked on Print Ads and Website Creation.

### **Creative Consultant**

ICICI Lombard - Mumbai, Maharashtra

July 2003 to December 2003

Highlight: Designed corporate website, intranet and corporate presentations.

### **Graphic Designer**

Gurukul Online Learning Solutions (P) Ltd - Mumbai, Maharashtra

September 2001 to June 2003

Highlight: Acted as Team Leader, Visualizer and Subject Matter Expert for Photoshop WBT Project; designed Web Based Training (WBT) and Computer Based Training (CBT) modules, websites and Flash Intro animation.

### **Senior Visualizer**

KashRich Multimedia - Mumbai, Maharashtra

August 2001 to September 2001

### **Graphic Designer**

Powernet Technologies - Mumbai, Maharashtra

March 1999 to May 2001

### **Graphics Designer**

Infoworkx - Mumbai, Maharashtra

June 1998 to March 1999

## Education

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### **B.Com.**

University of Mumbai - Mumbai, Maharashtra  
1998

## Skills / IT Skills

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- Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe Premier (8 years)

## Online Profile

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