

## ABOUT ME

A Digital Designer having more than 8 years of design experience working with some well known brands such as Microsoft Research, Oracle, JR Duty free, Better Homes & Gardens, Styled by Marie Claire. My designs are been used by millions of users across the globe in consumer internet/mobile space as well as within organisations.

Each and every design was an unique experience which not only helped in broadening my expertise but also brought out the colors of life. I have a clean minimalistic style with a keen eye for detail.

## TIMELINE

2016- Present

### 4MATION TECHNOLOGIES

UX/ UI Designer

- 4mation is a web and software agency working with diverse clients across multiple domains. My role invovled creating wireframes, prototypes, style guides, user flows, and effectively communicating my interaction ideas using these methods. All my design decisions are based on the overall design roadmap as well as my own design thinking and fundamental principles (i.e. color theory, visual weight, etc.) The role included close collaboration with developers, PMs and UX designers using agile methodology.

2016- Present

### HASHCHING - A MORTGAGE PLATFORM

Senior UI Designer - Consultant

- Hashching is a mortgage platform offering a home loan marketplace to help home buyers find the best deal. As a UI Designer I was designing UI / UX across all devices. I was also responsible for creating marketing collaterals, Outdoor media graphics and delivering UI concepts for the website.

2015-2016

### PACIFIC MAGAZINES - SEVEN WEST MEDIA – SYDNEY

Senior UI - Consultant

- As a contract Digital Designer I was charged with delivering original pitches and with revisions to existing designs. I delivered on-brand creativity for desktop as well as mobile devices for brands such as "Styled by Marie Claire" and "Better Homes & Gardens" which are among the most popular brands in Australia. I designed compelling digital assets and created engaging experiences for consumers. I worked with a team of designers, developers, marketing and sales personnel to produce creative assets that can be applied to web, print, mobile and other digital platforms.

2015  
(3 Months contract )

### SMART LOYALTY MARKETING – SYDNEY

Digital Designer - Consultant

- As a consultant designer, I designed Corporate gift cards, retail card programs & loyalty solutions for corporate clients. I'm currently designing their entire Card Management Database. I also design EDMs and sales promotional designs.

2015  
(6 Months contract )

### MIGHTY MEDIA GROUP – SYDNEY

Lead Graphic Designer - Consultant

- As a consultant designer, designed all the Digital Publishing and social media branding for the clients like JR Duty Free, Club Med, Oakwood etc.

### MERCHANT360 INC – USA

Mobile App Designer - Consultant

- Merchant360 is a global company specializing in NFC and EMV solutions and I designed their Mobile app designs for their clients like Surfers Paradise, AFL, Newcastle Knights, Amart Sports etc.

2014-2015

### MY SHOUT – SYDNEY

UI / UX Designer – Consultant

- Worked on delivering intuitive design solutions for Website application screens and Mobile app screens utilizing principals of user-centered design

2013-2014

### ISTUDENT CORPORATION – SYDNEY

UI / UX Designer – Consultant

- Worked on a Mega project, in creating User Experience Design (around 100+ screens). Worked on the interaction design and IA. Produced site architecture, wireframes and user flows

2013-2014

### PINKHOPE AUSTRALIA – SYDNEY

Graphic Designer – Consultant

- I was responsible for creating all the types of Graphics including Logo Design, Document Design, eDMs, e- mailers, Flyers, Brochures, Pull-up Banners and the entire branding and re-design of the website.

## OVERSEAS - FULL TIME JOB EXPERIENCE

2008-2013

### PERSISTENT SYSTEMS LTD - GOA, INDIA

Module Lead - UI Designer

- Persistent systems is a global leader in product outsourcing with over 5000 employees and I worked with more than 20 of their global clients and built UI interfaces for their products with very diverse needs.
- Worked on Mobile, Web and Branding for big clients like Microsoft, Wells Fargo, Oracle, Bridgestone, Jumeriah etc.
- Built UI interfaces for diverse products ranging from e-commerce, biotech, enterprise systems, consumer internet to mobile, ipad and other apps.
- Received 2 spot awards and 1 promotion within the 2 years of work Travelled to United States of America for Harmonic Client (Worldwide leader in video delivery infrastructure solutions ) . (Valid B1 Visa)

2007-2008

### NETSPARX IT SERVICES - GOA, INDIA

Graphic Designer (Web)

- Netsparx IT Services is a vibrant organisation that specializes in offering IT services to clients across the United States, Australia, Canada, Europe & Asia
- Designed a variety of graphic products including UI for Websites, Newsletters, Magazines/Print Publications, Brochures, Logo's/corporate identity, Business cards, and Stationary.



“I design with all my heart, thinking about the users”

PASSIONATE

EMPATHETIC

OPTIMISTIC

CURIOUS

WITTY

PUNCTUAL

## CONTACT

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Location Sydney

## SOFTWARE



## ONLINE PORTFOLIO

Website [www.vedhanayak.com](http://www.vedhanayak.com)

## EDUCATION

Masters Masters of Digital Media & Graphic Design  
Degree Bachelors of Fine Arts

## DESIGN STRENGTHS

- Ability to understand the requirements and create designs that meet business objectives.
- Thorough and meticulous attention to details.
- Capability to do a massive range of styles.
- Ability to stick to the creative brief and other guidelines.
- Excellent knowledge of design and typography.
- Passion for design.
- An eye for perfection and consistency in design.
- Research new trends and technologies related to design.
- Ability to understand the users and create designs that map business goals to user goals.
- Ability to create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.