



PERSONAL

Name	Vedha Nayak
Birthday	8 th March 1987
Languages	English, Hindi

CONTACT

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Address	Unit 15 / 18-20 Park avenue Burwood 2134

WORK

Experience	7 years
Current	Senior UI Designer

EDUCATION

Masters	Masters of Digital Media
Degree	Bachelors of Fine Arts

SOFTWARE



ONLINE PORTFOLIO

Website
www.vedhanayak.com

ONLINE PROFILE

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Linkedin
www.linkedin.com/pub/vedha-nayak/16/241/40b
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Behance
www.behance.net/vedhanayak

KEY STRENGTHS

- Experienced in understanding very diverse set of UI objectives given the brands I have worked with.
- Experienced in gathering requirements and key business matrices and optimizing UI to meet those needs as demonstrated by my job experience.
- Ability to fit very diverse set of cultures and work environment given that I have worked with Indian, American, European as well as Australian customers.

TIMELINE

- 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

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.
- 2014

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 Paradize, 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.
- 2013-2015

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.
- 2013-2015

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.
- 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 first 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.

ABOUT ME

I am Vedha a designer with 7 years of experience in UI, UX, Mobile Apps, Social Media Branding and Print media.

My creative designs are not only examples of artistic expression but also a reason for the success of those businesses.