

# ADITI GANGURDE

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www.adtg.digital

## EDUCATION

### UNIVERSITY OF CALIFORNIA, DAVIS

Bachelors of Arts, Design | JUNE 2017

#### GENERAL ASSEMBLY

UX Design | SEPTEMBER 2015

HTML, CSS, & Web Design | DECEMBER 2015

## SKILLS

- Well versed in **Adobe Creative Cloud** (Photoshop, Illustrator, InDesign)
- **Conceptual** and **collaborative** thinking
- Experience in **prepress print** production
- **Human centered** research and practice
- Working knowledge of **Adobe AfterEffects** and **Sketch**

## EXPERIENCE

### SEPHORA

Freelance Designer | SAN FRANCISCO, CA  
JANUARY 2018-PRESENT

- Designed various large scale print and digital marketing collateral (marketing emails, email banners, social media posts, and in-store graphics)
- Managed projects from conception to production working creatively with stakeholders and executives
- Explored brand guidelines while maintaining overall look and feel
- Created an efficient workflow by organizing and universalizing files and processes
- Coordinated and managed projects with multiple cross functional teams and external vendors

### HEAT + DELOITTE DIGITAL AGENCY

Freelance Designer | SAN FRANCISCO, CA  
DECEMBER 2017

- Created digital marketing assets such as banners and social media posts
- Created internal communications and documents.

### MINTED

Design Associate | OAKLAND, CA  
October 2017-December 2017

- Fix spelling, typeset, and spacing issues for high quantity production
- Color correct client images for high print quality
- Maintain clear communication and coordination with printers, business analytics teams, and clients.