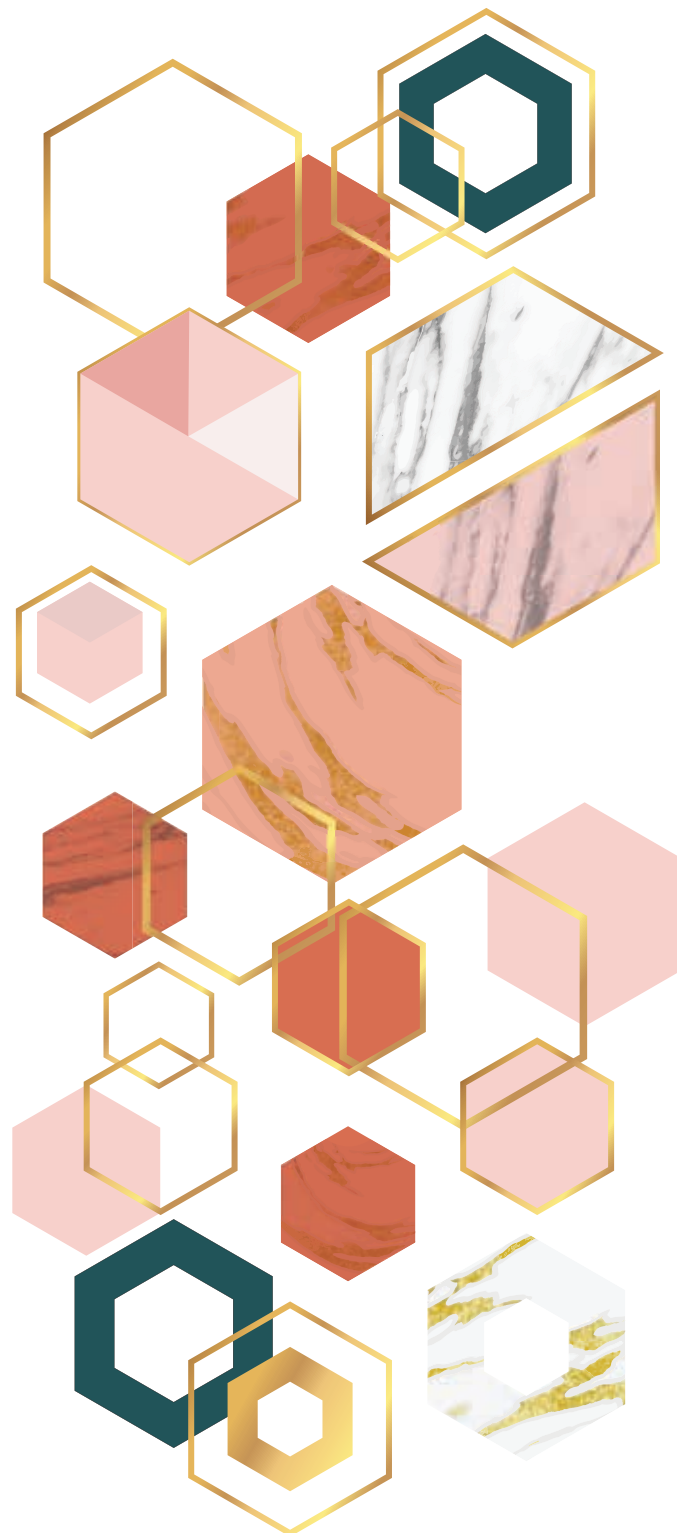















DESIGN | ART | MORE



Exprenced Software

-  Adobe Illustrator
-  Adobe Premiere Pro
-  Adobe Lightroom
-  Adobe Photoshop
-  Adobe XD
-  Adobe Effect
-  Adobe Indesign
-  Adobe CC
-  Adobe Firefly
-  Microsoft Office
-  Figma
-  Chat GPT
-  AI tool

I graduated from L.S. Raheja College in Mumbai with a B.Com degree specializing in Banking and Insurance. During my time there, my passion for drawing led me toward a career in design, prompting me to complete a diploma in Animation at Frameboxx in Andheri in 2013. Since embarking on my design journey in 2013, I have developed into a seasoned professional, mastering skills from basic principles to intricate nuances like color hierarchy.

Over the years, interacting with clients has given me deep insights into their needs, allowing me to translate their vision into tangible design solutions that exceed expectations. This experience has refined my design skills and my approach to interpreting client briefs.

My growth as a designer is evident in the sophistication of my work, with deliberate integration of design principles and strategic use of color hierarchy enhancing both visual appeal and functionality. Beyond design prowess, I have embraced leadership roles, guiding teams to success through effective communication, delegation, and collaboration.

Working within a team has sharpened my critical thinking and problem-solving abilities, emphasizing holistic thinking and diverse perspectives. I remain committed to continuous growth, staying updated on emerging technologies and trends to mentor and empower junior designers.

Currently, as the Assistant Manager of Design at the GJEPC (GEM & Jewellery Export Promotion Council), I orchestrate events tailored for the gem and jewellery industries. My role involves creating designs for print and social media platforms, aligning them with industry values and trends to enhance event experiences and drive engagement.

By merging creativity with strategic thinking, I contribute to the council's commitment to the industry, facilitating successful events that promote growth and collaboration within the gem and jewellery sector.



GEM & JEWELLERY EPORT PROMOTION COUNCIL JUNE 2022 - PRESENT

In my role as Assistant Manager Design, I was responsible for creating banners, newsletters, and other branding materials for various shows. This position allowed me to design logos for numerous in-house projects as well as for the Kimberley Process Department, an international body monitoring conflict-free trade worldwide.

Key Responsibilities and Achievements:

Logo Design: Created logos for various in-house projects and the Kimberley Process Department, which monitors conflict-free trade globally.

Event Branding: Designed creative materials for numerous international shows held across the world.

Government Projects: Developed newsletter ads for various ministries, including the Prime Minister and Chief Ministers of various states.

IIJS Tritiya Pillar 2024: Recognized by employees for best performance at IIJS, the world’s second-largest show with over 100,000 footfall throughout the event.

Team Management: Managed and coordinated with various designers during IIJS to streamline work processes.

Learning and Development: Gained valuable experience in creating creatives for government and semi-government bodies.

This role provided me with a diverse set of experiences, from handling high-profile international events to working on government projects, enhancing my skills in design and team management.



NAVDURGA ENTERPRISES MARCH 2018 - JUNE 2022

During my tenure at Navdurga Enterprises, I held the esteemed role of Art Director. Leading a team of three talented graphic designers and one skilled interior designer, our collaborative efforts were primarily centered around shaping the company's branding identity and crafting creative materials for event launches.

Key Responsibilities:

Team Leadership: Directed and managed a creative team consisting of three graphic designers and one interior designer.

Branding Identity: Developed and maintained the company's branding identity, ensuring consistency across all marketing materials and platforms.

Creative Development: Oversaw the creation of various design projects, from conceptualization to final execution, tailored to meet clients' unique demands and objectives.

Event Launches: Designed and produced creative materials for event launches, ensuring alignment with the desired message and goals of each event.

Client Collaboration: Worked closely with clients to understand their needs, providing creative solutions that effectively communicated their message and achieved their objectives.

Achievements:

Successfully delivered multiple high-profile projects that enhanced the company's brand visibility and reputation.

Fostered a collaborative and innovative work environment, leading to high team performance and satisfaction.

Received positive feedback from clients for exceptional design work and the ability to meet tight deadlines without compromising quality.

JLT (JARDINE LLOYD THOMPSON),V JULY 2017 DECEMBER 2017

I had the privilege of being part of JLT Independent, an esteemed international player in the insurance services industry. As a Junior Market Analytics professional, I significantly contributed to the company's creative endeavors by crafting designs for both print and social media platforms, showcasing the company's offerings in visually compelling ways.

Key Responsibilities and Achievements:

Design Creation: Crafted designs for print and social media platforms, effectively showcasing the company's services.

GIF Format Videos: Produced engaging visual content in GIF format, leveraging various formats to communicate the company's message effectively.

Data Analytics: Worked extensively with Adobe Analytics and Google Analytics, gaining a solid foundation in understanding and interpreting data to make informed design decisions based on audience insights.

Creative Expertise: Applied creative expertise across different design formats, enhancing the company’s visual presence in the market.

My journey at JLT Independent allowed me to be part of an international brand while honing my skills across different design formats and gaining valuable exposure to data analytics tools. This experience contributed to my growth as a well-rounded design professional in the dynamic field of insurance services.



SARLA TECHT, JULY 2016-JUNE-2017

Joining Sarla Tech's core marketing team marked a significant step in my career journey. As the sole graphic designer, I reported directly to the Marketing Head and played a pivotal role in shaping the company's visual communication strategies. My tasks encompassed a diverse spectrum of design responsibilities, and I excelled in creating impactful brochures that showcased the company's offerings, effectively conveying our value proposition to potential clients.

Key Responsibilities and Achievements:

Brochure Design: Created impactful brochures that effectively showcased the company's offerings and value proposition to potential clients.

Digital Marketing: Crafted captivating visuals tailored for diverse social media platforms, ensuring they resonated with our target audience.

Brand Consistency: Ensured a consistent brand image across all marketing materials, enhancing Sarla Tech's online presence and visual identity.

Venturing into the realm of digital marketing allowed me to enhance Sarla Tech’s online presence through meticulously designed visuals that resonated with our target audience. This experience further solidified my role in ensuring consistent and effective visual communication for the company.



FIRST REEL MEDIA, NOVEMBER 2015 MAY 2016

I joined the dynamic team at First Reel Media, an advertising company, where I was entrusted with a diverse range of responsibilities. My role encompassed various facets of creative work, including video editing, graphic design, and the production of corporate videos.

Key Responsibilities and Achievements:

Video Editing: Edited a variety of videos, ensuring high-quality and engaging content for corporate clients.

Graphic Design: Produced visually compelling graphics for various marketing materials and campaigns.

Corporate Video Production: Led the production of corporate videos, from conceptualization to final cut, meeting client expectations and project deadlines.

App Development Contribution: Contributed to the development of an app called Cash Care, providing creative input and design support.

During my time at First Reel Media, I had the opportunity to leverage my skills in video editing and graphic design while also contributing to innovative projects like the Cash Care app. This experience broadened my expertise in the advertising industry and enhanced my ability to deliver diverse creative solutions.



PRAXIS INFOTECH, MARCH 2015 OCTOBER 2015

During my tenure at Praxis Infotech, I had the privilege of collaborating with international teams, where my role involved crafting designs based on shared briefs. This phase marked a significant juncture in my career, as it instilled in me the ability to function autonomously and efficiently work with concise briefs. The experience taught me the art of translating complex ideas into cohesive designs, all while operating independently and staying aligned with the provided guidelines.



RAM CONSTRUCTION, AUGUST 2013-MARCH 2015

I embarked on my journey in 2013 as a Junior Graphic Designer at Ram Construction. In this role, my responsibilities primarily revolved around image editing and enhancement. I meticulously edited and refined images, ensuring they met the highest standards of quality and visual appeal.