# Bhagya Lakshmi
Senior Graphic & E-learning Designer

Portfolio Be
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## Summary

An organized individual with 10+years of experience in Graphic Designing and Professional with experience developing web-based training courses as an eLearning developer and my combined role as a instructional designer, asset developer to create engaging and interactive eLearning materials, including multimedia elements such as text, images, audio, video, and animations. Using various authoring tools and eLearning platforms to develop content that aligns with the learning experiences that meet the needs of learners and organizations. Also supporting the web teams in developing the prototype, creating mockups, and designing the user interface.

## Areas in Expert

Asset Creation, Visualization, Team Management, Graphics and Layouts, Internal Communication
UI Design, Concept Development / Branding, Modeling and Animation, Motion Graphics, Agile, ADDIE.

## Skills Used

Articulate 360, Rise360, Vyond, Adobe Photoshop, Animate CC, After Effects, Premiere pro, Illustrator, XD, Figma, Autodesk Maya, HTML and CSS.

## Education

B.com., Accounts, 2008, Madurai Kamaraj University

Advanced Diploma in Animation, 2009, Accel Animation Academy

## Certification

Create eLearning Courses with Articulate Storyline 360:
https://www.udemy.com/certificate/UC-d4008f4d-894a-4a7d-ba36-6a8e129c23f8/

Figma UI UX Design Essentials
https://www.udemy.com/certificate/UC-d475b010-a402-4840-9e6d-ae1db6f66624/

User Experience Design Essentials - Adobe XD UI UX Design
https://www.udemy.com/certificate/UC-5eaf127b-add8-469d-8b31-49f26ef722c8/

## Work Experience

**Evolve Bizcon Services Pvt Ltd**, Chennai
*Lead Graphic Designer*, 05/23 – Present.

- Determining project scope including effective brief talking negotiating deadlines, and creating and communicating timelines, define scope estimation for complex projects.

- Excellent customer service approach with providing the best solutions, effective communication and building strong rapport with team and client.

- Providing clients with regular progress updates on projects to keep them informed of progress. Working closely with content director and SME's and educators.

- Participating in team hurdles, and activities. Influence clients with strong customer serviceby providing alternate suggestions and clearing out issues and blockers.

**L&T EduTech**, Chennai
*Senior E-Learning Developer*, 05/21 – 05/23

- Engage in collaborative efforts with Subject Matter Experts, Teaching Associates, andInstructional Designers to create inclusive learning materials of high quality.

- Maintain the projects from initiation to completion, ensuring adherence to timelines and qualitystandards, and supporting quality assurance teams to ensure smooth project execution.

- Continuously improve team learning design standards by staying ahead of industry trends andbringing practices that support learning efficacy, and content development efficiency.

- I will ensure a smooth execution of all curriculum-related tasks, starting from the initial conceptto the final publication in the Learning Management System (LMS), while meeting the deadline.

**Freelance**, Chennai
*3D Graphic Designer & Video Editing,* 11/19 - 05/21

- Conveying concepts and providing design direction through renderings, images, and effective written & verbal communication; designing the overall graphic image including creating concept design layout and illustrations.

- Managing the implementation phase by executing project plans, planning resources; evaluating impact of change with existing structure and implementing the same on the system with Business Teams.

- Managing end-to-end functions of Visual Design, 2D & 3D Motion Graphics & Animation, Illustration, Newsletter, Storyboard, Product Simulation and Typography.

- Understanding client requirements; providing design solutions including functional design specification document.

- Delivering projects as per scheduled milestones, updating checklist and guidelines as per the client's requirement.

- Determining animation flow & effects to be used to convey concept accurately to the learner.

- Finalizing the design of overall graphic image including creating concept design layout and illustrations.

**Toon Brains**, Chennai
*Senior 3D Animation Artist* & Graphic Designer 09/16 - 06/18

- Guide and advise fellow employees in both the creative process, and client management to fosterstronger working relationships and solutions and working closely with the project lead to create accurate solutions.

- Maintain regular and effective communication with stakeholders involved in the content development process.

- Developing the concepts, graphics, and layouts, including making decisions about fonts, images,readability, and client needs.

- Created the marketing collaterals, corporate identity, product packaging, advertisements, and multimedia design.

**Appasamy Associates**, Chennai
*3D Animation Artist & Graphic Designer*, 08/11 - 06/16

- Created digital assets, static, video, displayadvertising.

- Collaborate with the creative team, marketing team, and stakeholders to understand projectrequirements and objectives.

- Always incorporate the client feedback and iterate designs to continuously improve the userinterface and user experience.

- Manage multiple projects simultaneously and deliver high-quality designs within tight deadlinesand regular quality checks to ensure accuracy and consistency in design deliverables.

- Created media posters, banners, flyers, brochures, annual reports, newsletters, and other related materials. I also conduct thorough self-reviews to ensure the accuracy and high quality of my work.

- Create Promotional graphics and corporate videos.


**Accel Animation Academy**, Chennai
*Animation Faculty*, 10/10 - 12/11

- Collaborated with students to design and produce computer-generated artwork for marketing and promotional materials understanding project requirements and ideas.

- Created the marketing collaterals, website design, corporate identity, product packaging,advertisements, and multimedia design.

- I will consistently review the final layouts created by the students, providing constructive suggestions for improvement whenever necessary. Additionally, I will actively share my knowledge to support their growth and development.

- Create course design concepts, in collaboration with academics and other stakeholders, witha clear focus on learning outcomes with high-quality interaction with programme directors, academics and course tutors.

- Work with educational technologists, support the build of learning objects and the course in the Learning Management System.

**Accel Animation Studio**, Chennai
*Animation Artist*, 06/09 - 10/09

- Created animation for the Bollywood film Alibaba aur 41 chory, which makes use of both motion capture and keyframe animation and worked in South Indian fables based on Thiru Kural stories.

- Understanding of project requirements and concepts and collaborating with team members to successfully launch projects by taking on exclusive animation tasks.

- Utilize feedback from fellow animators to enhance creative and impactful ideas, resulting inimproved deliverables for clients.

- Quickly translate ideas into animation skills into the project, and I will learn new software, if needed, to accomplish the project.