

Krishna Desai

UI Designer and Digital Marketer

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EXPERIENCE

PSK Private Wealth, CBD — *Digital Designer, Marketing Co-ordinator*

MARCH 2022 - PRESENT

- Create and post daily content on social media channels (Facebook, LinkedIn, Twitter, and YouTube)
- Manage a weekly social media calendar using Excel
- Schedule weekly/monthly campaigns using Mailchimp, and maintain client database
- Creating/rebranding/modifying official collateral in line with the company style guide
- Ensure that the website is updated weekly and monthly with newsletters and services
- Prioritisation of Marketing and Digital support requests from various departments
- Event planning, conferences, and annual functions for clients
- Produce presentations and meeting materials for advisers

Angel Maternity, Castle Hill — *Digital Designer*

JULY 2021 - MARCH 2022

- Ensure new features and products are uploaded to the company's Shopify website
- Using HTML and CSS, create email marketing campaigns
- Work with art/graphics teams within brand teams on asset and content creation for digital marketing and social media
- Banner design/update for social media promotions
- Delivering high-quality assets in close collaboration with the Marketing Manager
- Be the first to know about new products, promotions, and images from Google MyBusiness & Google Ads

The Bathla Group, Girraween — *Senior Web Designer*

JULY 2020 - JULY 2021

- Produce high-quality graphic advertising materials
- Develop content for social media, video, web, collaterals, etc.
- Keep up-to-date with new property/project landing pages
- Supporting REA & DOMAIN with general marketing administration
- Interacting with agents/vendors and answering phones
- Assisting the new agents with their integration
- Using Eagleagents software, update new & sold properties

FIGMA FOLIO

<http://bit.ly/42MPUWI>

<https://bit.ly/3Czu8ej>

TECH SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Animate CC
Adobe Premiere
Figma & Adobe XD
Canva
HTML and CSS
Mailchimp
Eagle Software/SalesForce

SOFT SKILL

Transparency in communication
Pays close attention to details
The ability to concentrate under pressure
Effective planning & time management
Creative thinking
A team effort
Ability to present
Multi-task
Moderate writing/editing skill

Snap Print, Blacktown — Senior Graphic Designer

JULY 2020 - JULY 2021

- Understanding the design preferences, requirements, and specifications
- Develop new brand identities, logos, and illustrations for products
- Choose typography, colors, and style based on the client's preferences
- Provide clients with draft copies and revise them based on their feedback
- Creating the final layout under the brand guideline and client feedback
- Ensure high-quality printing with external agencies
- Experience with Xerox Freeflow 700 and Konika 3070 digital presses
- Produce pull-up banners, magazines, brochures, business cards, and marketing materials

Snakk Media, Surry Hills— Digital Designer

JAN 2016 - DEC 2018

- Create static and rich banner ads, logos, graphics for social media, web logos, email campaigns, web templates, products, and rebranding
- Implement creative vision in a web environment, while aligning with usability, accessibility, and web standards
- Create simple, easy-to-use user interfaces from wireframes
- Maintain brand consistency and creativity across digital customer touchpoints

MSC Cruise, Sydney CBD — Graphic Designer & web admin

MAY 2015 - DEC 2016

- Keep up-to-date on upcoming cruise deals and advertisement materials by monitoring and updating company websites, social media, Design Newsletters, and EDMs.
- Keep track of customer relationships and update marketing regarding sales opportunities.
- Analyze and interpret web analytics for MSC Cruises
- Follow brand guidelines across print to produce templates, print materials, etc

EDUCATION

Ballarat University, Sydney — Master of Info Sys

2007-2009

South Gujarat University, India — Bachelor of Computer Application

2001-2003