KRISHNA DESAI
Digital Designer

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SUMMARY

Digital Designer with over 10 years of an industry experience with professional skills in Adobe Creative Suite, specialising in Photoshop, Illustrator, InDesign, Animate CC, Adobe XD and Figma.

I create and manage digital design solutions for a variety of clients which include HTML 5 banners, UI/UX Designs, apps, websites design and maintenance using CMS, product brochures, animated banners, email marketing, social media graphics, digital advertising for various brands, and small businesses.

Tech Skills:
- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Animate CC
- Canva
- HTML and CSS
- Wordpress
- Active Campaings
- Eagle Software / Sales Force
- Wireframing and UI Prototyping

Soft Skills:
- Communication
- Attention to details
- Concentration under pressure
- Time management
- Creativity
- Teamwork
- Presentation skills
- Handle multiple projects simultaneously

PROFESSIONAL WORK EXPERIENCE

Digital Designer, July/2021 to Present
Angel Maternity - Castle Hill

Duties:
- Actively work on company's Shopify website with new features and products upload
- Create email marketing campaigns using HTML and CSS
- Collaborate with art/graphics teams on brand teams for asset and content creation for digital marketing and social media needs
- Design and update website banner according to promotions & offers as well as design social media advertisements to upload on FB & Insta
- Closely working with Marketing manager to Deliver high quality assets and can consistently deliver on agreed timelines
- Keep up-to-date Google MyBusiness & Google Ads with new products, promotions and images

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Senior Designer and Web Administrator, July/2020 to July/2021
The Bathla Group - Girraween
Duties:

- Work with marketing team to produce high-quality graphic material including online/ offline advertising
- Create and design content for social media, video, web content, collaterals, etc. across print and digital
- Maintain and create new web pages with new product and content
- General marketing admin duties in support of REA & DOMAIN
- Liaising with agents/vendors, answering phones and other parties
- Helping the new agents to assimilate to our systems
- Assisting agents with tasks and real estate related marketing queries
- Update add/remove new & sold properties via Eagleagents Software
- Maintain REA & DOMAIN website with NEW property listing

Senior Graphic Designer, May/2019 to July/2020
Snap Print, Design & Web - Blacktown
Duties:

- Meeting with clients to understand their design preferences, requirements, and specifications
- Illustrate new concepts and layouts for brand identity, company logos, and product illustrations
- Select typography, colours, and style based on the client's needs
- Produce draft copies for clients and revised them based on their feedback
- Design & Develop final layout under company's brand and according to client's feedback
- Communicate with printers and outside agencies to ensure high-quality printing and on-time delivery
- Digital Press experience using Xerox Freeflow 700 and Konika 3070
- Design Pull up banner, Magazine, Brochures, Business Cards, Marketing Materials using Adobe Creative Suites

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Digital Graphic Designer, Jan/2016 to Dec/2018
Snakk Media / Touch Create — Surry Hills
Duties:

- Produce the design and production for websites, product graphics, web logos, social media graphics and HTML 5 banners, static and rich banner ads, email campaigns, and email templates
- Work with e-commerce team, developers and Director of Digital Marketing to ensure proper implementation within a web environment and ensure consistency and integrity of the creative vision, also are aligned with usability, accessibility, and web standards
- Translate wireframes into simple, easy-to-use User Interfaces
- Ensure consistency of brand and creative across digital customer touch points
- Provide design support to other business lines to create product graphics, logos, identity design, or other similar offline graphics

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Graphic Designer & Web Content Administrator, May/2015 to Dec/2016
MSC Cruises — Sydney CBD
Duties:

- Monitor and update the company website and social media (Company's FB, Twitter & LinkedIn Page) in a timely and efficient manner
- Design Newsletters and EDMs for upcoming cruise deals and advertisement materials and send them to the relevant database.
- Track CRM and update marketing to about customer relationships & sales opportunities.
- Assist with gathering and interpreting analytics for MSC Cruise web properties
- Support the MSC Cruise website content editors with guidance as to best practice, creating documentation where appropriate
- Maintain and administer the usernames and passwords for content editors and approvers
- Monitor and maintain licenses for all software and plugins used in Membership & Marketing
- Ensure brand guidelines are followed across a wide range of print and online material
- Assist with template creation, text layout and other graphic design tasks using MS Office and Adobe programs, as dictated by the project brief

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Senior Web & Graphic Designer, Aug/2007 to Oct/2012
Agent Support Systems — Sydney CBD

Duties:

- Design Travel aviation newsletter and online EDMs for daily/weekly news and advertisement
- Create a wireframe layout of responsive websites according to client's need and companies branding guidelines
- Met client with mock-up design and improve according to their feedback
- Meeting with clients to discuss requirements and/or project progress
- demonstrating and receiving feedback about draft sites
- Keeping up to date with recent technological and software developments
- Developing skills and expertise in appropriate software/programming languages such as HTML and Javascript
- Creating products that are user-friendly, effective and appealing
- Digital retouching and image editing

EDUCATION

MASTER'S DEGREE, Information Systems *(2007-2009)*
BALLARAT UNIVERSITY — SYDNEY CAMPUS

BACHELOR'S DEGREE, Computer Applications *(2001-2003)*
SOUTH GUJARAT UNIVERSITY — INDIA

~ Appreciate you time, please visit krishna.desai.com.au to see my work ~