KRISHNA DESAI
Digital Designer

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SUMMARY

Digital Designer with three years of industry experience and over 12 yrs as a Graphic and Web Designer. Now looking for new opportunities, I create and manage digital design solutions for various clients, including marketing campaigns, website updates via CMS, marketing material, email templates (eDMs), social media graphics, and digital advertising.

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

WORK EXPERIENCE

Digital Designer and Marketing Coordinator, March/2022 to Present
PSK Private Wealth
Duties:
- The day-to-day activities involve planning and execution of digital marketing content for social media, website update, analyzing and reporting on digital marketing metrics
- Work closely with Marketing Manager to prioritise and manage requests for digital support and assist with the development and organization of promotional campaigns
- Tracking campaign progress, developing various digital marketing materials, sourcing images and artwork, collating content, updating online assets, streamlining digital marketing products, and handling general digital marketing activities
- Create and manage mailing list including campaign, weekly & monthly newsletter in Mailchimp
- Planning and execution of yearly client events, conferences and annual functions
- Design marketing collaterals for Advisers to use for presentation and client meetings

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Digital Designer, July/2021 to March/2022
Angel Maternity - Castle Hill
Duties:

- Actively work on the 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/update website banner for promotions & offers for social media
- Closely working with Marketing Manager to Deliver high-quality assets
- 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 the marketing team to produce high-quality graphic advertising material
- Create and design content for social media, video, web content, collaterals, etc.
- Maintain and create a new landing page for new property/projects
- General marketing admin duties in support of REA & DOMAIN
- Liaising with agents/vendors, answering phones and other parties
- Helping the new agents to assimilate into 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 a 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 revise them based on their feedback
- Design & Develop the final layout under the company's brand and according to the client's feedback
- Communicate with printers and outside agencies to ensure high-quality printing
- Digital Press experience using Xerox Freeflow 700 and Konika 3070
- Design Pull Up banners, Magazine, Brochures, Business Cards, and Marketing Materials

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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 creativity across digital customer touchpoints
- 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, social media, Design Newsletters, and EDMs for upcoming cruise deals and advertisement materials and send them to the relevant database.
- Track CRM and update marketing about customer relationships & sales opportunities.
- Assist with gathering and interpreting analytics for MSC Cruise web properties
- 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 responsive websites according to client's needs and companies branding guidelines
- Met clients with mock-up designs and improved according to their feedback
- 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
- Creating products that are user-friendly, effective and appealing

EDUCATION

MASTER'S DEGREE, Information Systems *(2007-2009)* BALLARAT UNIVERSITY — SYDNEY CAMPUS
BACHELOR'S DEGREE, Computer Applications *(2001-2003)* SOUTH GUJARAT UNIVERSITY — INDIA