

MEET KACHHADIYA

+1 (226) 899-3093 | md.kachhadiya2018@gmail.com | Kitchener, ON, Canada

Summary

Dynamic and experienced Graphic Designer with 3 years of demonstrated expertise in creative design projects, including print and digital production. Adept at collaborating with team members and clients to deliver imaginative and original designs while maintaining brand consistency. Seeking to leverage skills and experience to contribute effectively to Hamilton Tiger-Cats Football Club.

Skills

- Proficient in Adobe Photoshop & Illustrator in a Mac environment.
- Strong graphic design knowledge and experience with layout, hierarchy, typography, color theory, patterns, and other design principles.
- Skillful in designing graphics for apparel and merchandise items.
- Experienced in designing logos and usage of logo assets.
- Working knowledge of printing processes and press checks.
- Proven ability in creative writing, copywriting, and copyediting.
- Strong organizational and time management skills with the ability to prioritize tasks effectively.
- Excellent interpersonal skills with the ability to create and maintain solid working relationships.
- Attention to detail and ability to produce high-quality work within deadlines.
- Maintains confidentiality of proprietary information.
- Demonstrates a positive attitude, strong work ethic, and effective communication skills.

Experience

Codefire Infotech Graphic Designer

Surat, India
Jan 2021 – Jan 2022

- Collaborated with Lead Designer, Director of Content & Creative, and other team members to design projects from brainstorming phase to print and digital production, applying creativity and originality.
- Completed graphic design projects including campaigns, signage, event collateral, social media, and web graphics, adhering to club brand guidelines.
- Collaborated with printers to develop cost-effective printing solutions and identify higher quality printing resources and products.
- Ensured timely completion of projects within designated timelines, meeting design needs and goals of internal departments and external clients.
- Assisted with copywriting, copyediting, and proofreading tasks as assigned.
- Maintained brand consistency across all club assets including internal departments, advertising, partner activations, etc.
- Participated in departmental and club events including home gameday activities.
- Performed various other tasks assigned by Lead Designer and departmental leadership.

MirroScore Graphics Designer

Delhi, India
Dec 2019 – Nov 2020

- Led graphic design projects from concept to execution, collaborating with cross-functional teams to deliver impactful designs for various marketing materials.
- Created compelling visual content including advertisements, brochures, presentations, and digital assets, ensuring alignment with brand identity and objectives.
- Implemented innovative design strategies to enhance user engagement and brand awareness across print and digital platforms.
- Liaised with external vendors and printers to coordinate production processes and ensure quality output within budget and schedule constraints.
- Conducted regular quality checks and provided feedback to optimize design deliverables and maintain consistency across all channels.
- Contributed to the development of brand guidelines and design standards to uphold brand integrity and coherence.

- Conceptualized and executed creative design solutions for a diverse range of projects including print advertisements, digital marketing materials, and branding initiatives.
- Worked closely with clients and stakeholders to understand project requirements and deliver designs that effectively communicate key messages and meet objectives.
- Conducted thorough research and analysis to stay updated on industry trends and incorporate innovative design techniques into projects.
- Collaborated with printers and vendors to oversee the production process and ensure adherence to quality standards and project timelines.
- Participated in team meetings and brainstorming sessions to generate new ideas and strategies for design projects.
- Provided mentorship and guidance to junior team members, fostering a collaborative and supportive work environment.

Key Projects

1. Quick Turnaround Video Production:

- a. Created a < 1-minute video in After Effects with a 3D logo reveal and cinematic transitions within 24 hours, meeting tight deadlines and budget constraints.
- b. Demonstrated proficiency in video services, 3D rendering, and production, enhancing brand visibility and engagement.

2. AI School Advertising Video:

- a. Developed a 3-minute advertising video for an artificial intelligence school, featuring engaging transitions and cartoon elements in After Effects.
- b. Utilized skills in graphic design and illustration to create visually appealing animations, enhancing message clarity and audience engagement.

3. Website Redesign Overhaul:

- a. Enhanced existing website with contemporary design, intuitive layouts, and updated branding elements to improve visual appeal and user experience.
- b. Implemented modern design trends, color schemes, and typography changes, resulting in increased user interaction and conversion rates.

Education

Conestoga College, Waterloo, Ontario, Canada
Post Graduation Diploma - Completed

Jan 2022 – Apr 2023

Gujarat Technological University, Gujarat, India
Bachelor of Information Technology

Aug 2016 – May 2020