NEHA SOHAIL

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EDUCATION

Expected Date of Graduation May 2015

GEORGE MASON UNIVERSITY, FAIRFAX, VA

Bachelor in Art and Visual Technology and Minor in Business

WORK EXPERIENCE & ACCOMPLISHMENTS

February 2013 - Present

MAGA DESIGN INC. /// DESIGN INTERN

Responsible for implementing aesthetic treatments for print and web products, conceptualizing UX/UI development, and supporting team operations.

- Increased the amount of registered users for our visual portfolio application tool by designing and developing the landing page
- Enabled user testing of portfolio application by creating the first version prototype using wireframe software, Justinmind
- Drove the production for a custom product ahead of schedule by doing research, contacting several vendors, and mocking up a prototype in-house
- Facilitated the company's print production process by creating a print request form
- Facilitated the creation of a responsive web design for USPS's new marketing platform, Postal Social, by mocking up a version of the site's UI
- Helped promote Sparc's Hackathon 2014 event by designing team table tent cards and certificates
- Enabled automated website testing by writing a script using testing framework, PhantomJS, which runs functional tests for quality assurance

December 2013 -Present

JAB'ARGAN /// FREELANCE DESIGNER

Responsible for the design and development of the brand.

- Created brand touchpoints by using LiveSurface context application
- Increased product sales by creating a merchant site using Volusion

September 2012 -December 2012

THE WASHINGTON FAMILY MAGAZINE /// DESIGN INTERN

Responsible for designing and editing article and ad pages.

- Organized and gave readers a hierarchical view of all the parts of the December issue by designing the layout of the table of contents
- Helped team reach critical deadlines by working extra hours in a fast pace

PROFESSIONAL KNOWLEDGE

Adobe Software
- Photoshop
- Illustrator
- InDesign
- Fireworks
- Dreamweaver

Programming Languages
- HTML 5
- CSS3 & SCSS
- Javascript
- jQuery

Microsoft Office
- Word
- Powerpoint
- Excel
- Access