Ronit Fozdar

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Professional Summary

Creative and versatile graphic designer with a strong background in visual communication and digital marketing. Skilled in using Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva, and Figma to create compelling visual designs across various platforms. Adept at designing social media content, promotional materials, and multimedia assets for a wide range of clients. Experienced in collaborating with cross-functional teams to execute branding strategies that drive engagement and enhance digital presence. Blending strong graphic design skills with a technical background in computer science to create seamless user experiences, both visually and interactively. Passionate about delivering innovative design solutions that elevate brands, resonate with target audiences, and drive engagement and brand recognition across digital platforms.

Key Skills

- **Graphic Design**: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva
- **UI/UX Design**: Wireframing, Prototyping, Figma, Adobe XD
- **Digital Marketing**: Content Strategy, Social Media Management, Calendar Planning
- **Design & Branding**: Visual Branding, Logo Design, Social Media Posts, Video Editing
- **Design Concepts**: Print Materials, Brochures, Flyers, Posters, GIFs, Video Ads
- **Technical Skills**: Django, Flask, HTML5, Gradio, Blender

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Experience

Software Development Intern
Insignia Consultancy Solutions, TX, USA | Aug 2024 – Present

- Contributed to AI integration and collaborated with cross-functional teams to enhance UI/UX designs, optimizing user interfaces for better engagement and usability, utilizing Gradio and Flask for frontend development.

Graphic Designer
Webtraffic Agency, Mumbai, India | Jan 2022 – Jun 2022

- Designed visual content (posts, carousels, videos) for 10+ clients, boosting social media engagement by 35% by creating engaging reels.
- Developed promotional materials (menus, GIFs, email brochures) and product ads, increasing performance by 40%.

Video Editor
Mentease, Mumbai, India | May 2022 – Jul 2022

- Produced over 10 videos, boosting the client's presence on social media by 30%.

Game Developer Trainee
Giro Fintech, Mumbai, India | Nov 2020 – Jan 2021

- Developed 5 HTML5 games using Construct 2 and created 3D models in Blender, integrating them into Unity for interactive gameplay.

Education

Master of Science in Computer Science
New Jersey Institute of Technology (NJIT), Newark, NJ, USA
Sep 2022 – May 2024

- Applied Figma and Django framework to enhance UI/UX design skills in web projects

Bachelor of Engineering in Computer Engineering
Thakur College of Engineering and Technology (TCET), Mumbai, Maharashtra, India
Aug 2017 – Jun 2021

- Led a Human Machine Interaction project for a mobile app, winning 2nd place in a competition
- Gained 40% increase in graphic design skills, leading teams for advertising events during tech fests

Certifications

- *Introduction to Data Science* | Cognitive Class, Jun 2020
- *Machine Learning with Python* | Cognitive Class, Jun 2020
- *Data Analysis with Python* | Cognitive Class, Jun 2020

Awards

- 3rd Place – UI Design, Human Machine Interaction Course | TCET, 2021
- 3rd Place – Logo Design, Adobe Illustrator Workshop | TCET, 2019