

Sumeetha S

Visual designer

+9195388 66197

sagisumee@gmail.com



Summary

With 6+ years of professional experience. I love simple designs with aesthetically played elements. Crazy about colours! Have an ongoing interest in following key emerging technology, new design and development methodologies.

Employment History

May '14 - Till date : Senior UI Designer (Onepoint Global, Bangalore)

Web, tablet and mobile applications

- User interface designing for a web, mobile and tablet application
- Strong knowledge in mobile user interface designing
- Responsive designs for multiple devices
- Handling complete marketing communications
- Adapting applications from web to tablet and mobile
- Creating style sheet for products
- Communicating with clients and delivering marketing collaterals in short deadlines
- Presenting all the above to clients

July '12 - April '14 : Senior Executive of visual communication (Mahindra Retail Pvt. Ltd, Bangalore)

Mom & Me, Beanstalk and Moms Lounge

- Planning execution of marketing collaterals for the brand
- Understanding the categories and exhibiting the required core information to the customer visually
- Experience of retail business and views of marketing in visual communication
- Developing logos or brand identity for sub brands and brands
- Conceptualising for quarterly brand catalogues, ATL and BTL
- Outsourcing the works to the agency through written briefs and managing work with them
- Coordinating for lifestyle and product photo shoots with agency
- Good eye in composing clicks which works for different mediums
- Ensure brand consistency and work quality from visual communication to visual merchandising
- Developing collaterals for online medium like mailers, banners, newsletters
- Working in short deadlines and still serves the same quality of work

Nov '10 - May '12 : Senior Graphic Designer (Clasticon Solutions Pvt. Ltd. Chennai).

Main Client - 'Citibank India'

- Understanding digital marketing
- Handling a team of people to fulfill the requirements (copywriter, designers and coder)
- Handling clients across all mediums like web and print
- Design and user experience across global platforms
- Design and wireframe workflow of new application functionality
- Ensure brand consistency and work quality
- Introduction of new development practices, workflows and frameworks
- Work with senior level management to design & plan new products of citibank through digital marketing

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Jun '09 - Oct '10 : Graphic, Web & Brand Designer (Radix Designs, Chennai).

Variety of clients like Food products, Tourism, Leather products, Schools, Interiors, etc.

- Working experience more of print medium
- Conceptual design begins with mind mapping to develop new features and workflow
- To ensure deadlines and quality standards are met
- Work with senior level management to design various stall designs

Sep '08 - Jun '09 : Junior Web Designer (Cognizant Technology Solutions).

Variety of clients like Food products, Tourism, Leather products, Schools, Interiors, etc.

- Working experience more of print medium
- Conceptual design begins with mind mapping to develop new features and workflow
- To ensure deadlines and quality standards are met
- Work with senior level management to design various stall designs

Technical Details



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Skills

- Strong understanding of brand and category
- Actively works with others towards a goal while maintaining good team synergy
- Enthusiastic about my work or cause and also about my role which i handle at work
- Strong understanding of design principals and user interaction design
- Great with new ideas and concepts
- Skilled in both MAC & PC platforms
- Pre press works for required print media
- Web, tablet and mobile application designing

Personal

Sumeetha Subbaiah

Date of birth - 15th December, 1987

Gender - Female

Marital status - Married

Know languages - English, Tamil

Declaration

I hereby declare that all the statements made in the application are true to the best of my knowledge and belief.

Regards

Sumeetha S