



SHWETA SAOKAR

Marketing/Communications Designer

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ABOUT

- Diverse marketing, communications, and design experience across varied industries
- Self motivated creative who thrives in fast-paced, collaborative environments
- Strong written and communication skills
- Believe humility is important to design or life

SKILLS

Adobe CS

Microsoft Office

Google

Suite, Analytics, AdWords

Project Management

JIRA, Agile, Confluence

WordPress

MailChimp

HTML, CSS, Javascript

EDUCATION

UX Research & Strategy certificate

Designlab

**Certifications In Web Graphic Design,
Graphic Arts & Multimedia Design**

Mission College, Santa Clara, CA

Post Graduation (Nutrition & Dietetics),

Mumbai University, India

Bachelor of Science (Nutrition & Dietetics)

Goa University, India

ACHIEVEMENTS

Outstanding Website Award by the Web
Marketing Association for eSignal Redesign

Illustrated "**Wireless Java Programming
for Enterprise Applications**" book

Dean's Honor List, Mission College

Winner of multiple cooking contests

EXPERIENCE

Internal Communications Manager, Nest, Palo Alto

April 2016 - present

- Ensure that the Intranet embodies the Nest's brand internally and serves as a key communication channel
- Collaborate with various teams, clubs and employee resource groups to build promotional flyers, graphics, landing pages and emails
- Regularly check site analytics and campaign metrics
- Design and delivery of weekly newsletter
- Coordinate events promoting the development and company culture

Demand Gen & Digital Designer, Morpho Detection, Fremont

August 2015 - March 2016

- Drive lead gen programs via emails, landing pages, web banners
- Design print collateral materials including white papers, case studies, flyers and brochures
- Support events by designing booths, signage, and presentations
- Design logos and icons for product launches

Marketing Designer, Aerospike, Mountain View

October 2012 - July 2015

- Maintain WordPress site and landing pages
- Design print collateral, booth graphics, outdoor signage, social media graphics, web banners and swag
- PowerPoint presentations, newsletters and email campaigns
- Design icons, technical illustrations and logos

Advertising Designer, Oracle, Redwood Shores

September 2011 - July 2012

- Design print ads, posters and web banners
- Create and maintain the Advertising Style Guide
- Design billboards, bus and escalator wraps

Web Designer, eSignal, Hayward

September 2007 - June 2010

- Redesign of eSignal.com, marketing sites and partner sites
- Retargeting banner campaigns and landing pages
- Intranet redesign and maintenance

Lead Graphic Designer, GNLD International, Fremont

January 2004 - September 2007

- Layout and design of monthly news and promotional magazines
- Redesign of website, online enrollment wizard UI and intranet site
- Product packaging, direct mailers and presentations