



SHWETA SAOKAR

Web & Graphic Designer

Phone: 510.676.1724

Email: shweta@saokar.com

Portfolio: www.saokar.com

ABOUT ME

- Love color, typography, and creating beautiful experiences
- Enjoy working with curious, passionate people that value good ideas and challenge me to do my best
- Believe in a holistic approach towards both design and life

SKILLS

Adobe CS

Microsoft Office

Google

Analytics, Webmaster Tools, AdWords

Project Management

JIRA, Agile, Confluence

WordPress

Marketo

MailChimp

HTML, CSS, Javascript

EDUCATION

Certifications In Web Graphic Design, Graphic Arts & Multimedia Design

Mission College, Santa Clara, CA

Post Graduate Diploma In Nutritional Science, 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

Demand Gen & Digital Designer, Morpho Detection, Fremont August 2015 - Present

- Execute lead generation programs by creating emails, landing pages, web banners and evaluate metrics
- Design print collateral materials including white papers, case studies, ads and brochures
- Support events by designing booths, signage, swag and presentations
- Design logos and icons for product team

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 giveaways
- PowerPoint presentations
- Design icons, technical illustrations and logos
- Analyze ad campaigns and website stats in Google Analytics
- Create newsletters and email campaigns

Advertising Designer, Oracle, Redwood Shores September 2011 - July 2012

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

Web Designer, eSignal, Hayward September 2007 - June 2010

- Redesign of eSignal.com, marketing sites and partner sites
- Create and maintain Web design style guide
- Retargeting banner campaigns
- Design optimized landing pages
- Intranet redesign and maintenance

Lead Graphic Designer, GNLD International, Fremont January 2004 - September 2007

- Print design for monthly news and promotional magazine
- Redesign of GNLD.com, online enrollment wizard and the intranet site
- PowerPoint presentations
- Product packaging