

# 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 create the best
- Believe in a holistic approach towards design and life

## WORK EXPERIENCE

### **Web & Design Manager, Aerospike, Mountain View, CA** **October 2012 - Present**

- Maintain WordPress site and landing pages
- Design print collateral, booth graphics, outdoor signage, social media graphics, web banners and giveaways
- PowerPoint presentations
- Design icons, illustrations, flowcharts and logos
- Analyze ad campaigns and website stats in Google Analytics
- Create newsletters and email campaigns

### **Advertising Designer, Oracle, Redwood Shores, CA** **September 2011 - July 2012**

- Design print ads, posters, web banners and outdoor ads, with heavy emphasis on copy, charts and graphs
- Create and maintain the Advertising Style Guide
- Design billboards, bus and escalator wraps
- Design email newsletter templates

### **Web Designer, eSignal, Hayward, CA** **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, CA** **January 2003 - September 2007**

- Conception, design and layout for print materials
- Redesign of GNLD.com, online enrollment wizard and the intranet site
- PowerPoint presentations, email newsletters, product packaging
- Logos and theme design for corporate meetings and seminars

## SKILLS

### **Adobe**

Photoshop, Illustrator, InDesign, Acrobat, Flash, Dreamweaver

### **Microsoft**

Word, Excel, PowerPoint

### **Google**

Analytics, Webmaster Tools, AdWords

### **Project Management**

JIRA, Agile, Confluence

### **Other Tools**

WordPress, Marketo

### **Platforms**

Mac, Windows

### **Languages**

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