

Farzana Lodi

UI/UX Visual Artist

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Design Philosophy

An Aspirational UI/UX Designer with 6 years of Graphic design experience in crafting compelling visual narratives and innovative user interfaces for top-tier clients. Proficient in design tools like Figma and Adobe XD, excelling in layout design and prototyping, and recognized for enhancing campaign engagement by 50%. Passionate about pushing creative boundaries and delivering exceptional design solutions that align with brand identity and user needs.

Software Skills


Adobe XD


Figma


Adobe InDesign


Adobe Illustrator


Adobe Photoshop


Adobe After Effects


Adobe Premiere Pro


Jira


Microsoft Office

Expertise

- UI | UX Design
- Wireframing
- Prototyping
- Visual Design
- Video Animation
- Problem Solving
- Graphic Designing
- Typography
- Branding & Identity Design
- Design Systems
- Layout Design
- User flows
- Digital Design
- Basic HTML & CSS
- Photography

Creative Milestones



Presentation / Video Animation Specialist

Nov 2024 - May 2025

HSBC BANK

- Crafted visually compelling presentations aligned with HSBC branding, enhancing stakeholder communication and decision-making.
- Designed and animated 2D vector-based motion graphics and explainer videos to enhance communication and storytelling.
- Developed detailed storyboards for animations, ensuring clear, structured narratives that enhanced message delivery.
- Built interactive presentations that made business communications more immersive, leading to better stakeholder understanding and retention.
- Trained colleagues in Adobe Illustrator and Photoshop, enhancing team proficiency and streamlining design workflows.



Graphic / Presentation Designer

Apr 2023 - Oct 2024

RR DONNELLEY

- Designed and animated a captivating 2D vector storyboard presentation for Care Allies, earning client acclaim and praise, showcasing mastery in visual storytelling, vibrant animation and compassionate communication, exceeding client expectations
- Designed engaging designs for Fortune 500 clients like seven Bucks production, Hitachi, Roland Berger and many more
- Collaborated with cross-functional teams to deliver high-quality innovative UI designs
- Ensured final products met quality and branding standards



Graphic Designer Executive

May 2022 - Mar 2023

GUIRES SOLUTIONS

- Created eye-catching Branding visuals that boosted campaign engagement by 50%
- Developed and implemented a consistent visual brand identity across all digital platforms
- Created engaging visual content for websites, email marketing, and social media platforms

Internship


2018
Content Writer
Broadmind

Certification


2019
Google UI UX Certification
Coursera

2024
Complete Web & Mobile Designer:
UI/UX, Figma
Udemy


Passion Beyond Pixels




Badminton



Gaming



Photography



Travelling

Reference

Antony Johnson
Presentation & Design Manager
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Arshad Aaqib
Technical lead
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Portfolio

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Graphic Designer (Freelance) Mar 2021 - Jan 2023

- Successfully managed a freelance business, delivering high-quality designs that met their branding needs
- Contributed to the Times of India's visual brand identity
- Designed outdoor banners for retail stores in Hyderabad, promoting the Times of India brand and increasing visibility

Head of Design Aug 2020 - Mar 2021
TEDPACKS

- Designed innovative packaging solutions that increased product sales by 20%
- Developed and implemented a consistent brand visual identity across all product lines
- Created high-quality packaging mockups that accurately represented final products

Graphic Designer Jun 2019 - Mar 2020
MAZE EVENTS

- Designed event materials that boosted engagement by 30%
- Created cohesive visual brand identities for multiple events and conferences
- Delivered designs under tight deadlines, ensuring timely event execution
- Collaborated with event planners and marketing teams to ensure design alignment

Signature Projects

Victoria Website

- Redesigned the DJSIR website, improving UI/UX, accessibility, and responsiveness.
- Enhanced navigation, visual hierarchy, and user engagement for a government audience.
- Created high-fidelity mockups in Figma, aligning with WCAG standards.

FinView Financial Summary Dashboard

- Created a visually intuitive dashboard to capture financial summaries and expense insights, enhancing data accessibility.
- Developed interactive visualizations that enabled stakeholders to analyze financial trends and make informed decisions.
- Applied UX best practices to simplify data interpretation, improving efficiency in financial reviews and strategic planning.

Design Journey & Learning

C.Tech in 3D Animation (Higher Diploma) 2019 - 2022
Image Creative Education

Bachelor of Arts 2016 - 2019
JBAS COLLEGE / University of Madras