



Contact

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Connect with me

in Bē 

Expertise

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

Software Skills

Xd

Adobe XD



Figma



Framer

Ai

Adobe
Illustrator

Ps

Adobe
Photoshop



Microsoft
Office

Farzana Lodi

Graphic & UI/UX Designer

Aspiring UI/UX designer, with a strong understanding of design principles, design thinking and user behavior. Proficient in industry-leading design tools like Figma, Adobe Creative Suite, and PowerPoint to craft intuitive interfaces, stunning visuals, and persuasive presentations.

Experience

2023 - PRESENT

RR DONNELLEY Pvt Ltd

Presentation / Graphic Designer

- 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 presentations 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

2022 - 2023

GUIRES SOLUTIONS

Graphic Designer Executive

- 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

2021 - 2023

Freelance Graphic Designer

- Successfully managed a freelance business, delivering high-quality designs that met their branding needs designs
- 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

2020 - 2021

TEDPACKS

Head of Design

- 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

Language

English	<div><div></div></div>
Hindi	<div><div></div></div>
Urdu	<div><div></div></div>
Tamil	<div><div></div></div>
Telugu	<div><div></div></div>

Internship

2018
Content Writer
Broadmind

Interests



Badminton



Gaming



Photography



Travelling

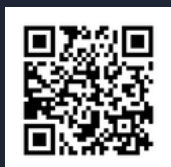
Reference

Bharath
SME, Guiress Solutions
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Nandan
Customer Service Executive, RRD
Phone: +91 86800 92086

Portfolio

Scan this QR to get my portfolio



2019 - 2020

Maze Events and Exhibit Solutions

Graphic Designer

- 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

Projects Highlights

StreamX

I undertook a research project focused on revolutionizing music streaming with video trailers, karaoke, and community engagement.

Key Responsibilities:

- Led the UI design of Stream X from concept to prototype
- Designed high-quality UI components, typography, and graphics
- Applied basic UX principles to ensure a seamless and engaging user experience Using Figma

Key Achievements:

- Designed a revolutionary music streaming app, Stream X, that combines video trailers, karaoke, and community engagement
- Created a visually appealing and user-friendly UI that enhances the overall music streaming experience

Education

2019 - 2022

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

2016 - 2019

Bachelor of Arts
JBAS COLLEGE / University of Madras

Certification

2019

Google UI UX Certification
Coursera

2024

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