Farzana Lodi
UI/Graphic Designer

Creative Graphic Designer with 5+ years' experience delivering branding, marketing, and digital content that drives measurable impact. Skilled in Adobe Creative Suite, Figma, and motion graphics, I've produced campaigns and assets for global brands like HSBC and Hitachi as well as Melbourne-based businesses. Known for blending design creativity with business strategy, I create visuals that elevate brand identity, boost engagement, and support marketing growth.

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📍 Melbourne, Australia 🌐 zana-design.github.io/portfolio

CORE SKILLS

Design Tools: **Adobe Creative Cloud** (Photoshop, Illustrator, InDesign, After Effects), Figma, Canva, MS PowerPoint

Creative Expertise: Logo & Identity Design, Print Collateral, **Branding**, Packaging Design, **Layout Design**, **Typography**, **Campaign Graphics**

Collaboration & Workflow: **Stakeholder Communication**, Cross-Functional Collaboration, **Agile Tools** (JIRA, MS Office), **Problem Solving**

WORK EXPERIENCE

Marketing Graphic Designer
CSM SEC PTY LTD, *Melbourne*

Aug 2025 - Present

- **Led end-to-end UI redesigns** for multiple brand websites using Figma, delivering responsive, conversion-focused experiences aligned with business and marketing goals.
- Designed high-fidelity UI layouts, reusable component systems, and responsive pages, **improving usability**, visual consistency, and cross-platform performance.
- Created 40+ integrated digital, social, motion, and print assets supporting web and **marketing initiatives, driving lead generation**, sales growth, and campaign effectiveness.

Presentation / Video Animation Specialist
HSBC Bank, *Bangalore*

Nov 2024 - May 2025

- Delivered 30+ branded presentations under tight deadlines, improving **stakeholder engagement**.
- Created **motion-graphic explainer videos** to simplify complex topics and improve retention.
- Mentored team members on **Adobe Creative Suite**, raising **design quality standards** across the team.

Graphic / Presentation Designer
RR Donnelly, *Chennai*

Apr 2023 - Oct 2024

- Developed designs for **Fortune 500** clients (e.g., Seven Bucks Productions, Hitachi, Roland Berger).
- Animated a 2D storyboard for Care Allies, **increasing engagement by 40%**.
- Ensured quality and branding consistency across digital and print deliverables.

Graphic Designer Executive

GUIRES Solutions, Chennai

May 2022 - Mar 2023

- Designed branding assets that boosted **campaign engagement by 50%.**
- Produced **digital marketing content** for websites, email, and social platforms, driving **25% higher conversion rates.**

Freelance - Graphic Designer

Apr 2019 - Jan 2023

- **Delivered 100+ client projects**, achieving 95% satisfaction.
- Contributed to Times of India branding visuals and designed retail banners that **improved local brand visibility.**

Earlier Roles - Graphic Designer

Maze Events | TEDPACKS, Chennai

Apr 2019 - Jan 2023

- Led **packaging and branding design** at TEDPACKS, ensuring cohesive product identity and marketing materials.
- Created event branding, stage graphics, and **promotional assets** at Maze Events, boosting event visibility and **audience engagement**..
- Delivered impactful creative solutions that improved brand recognition and client satisfaction across both roles.

SIGNATURE PROJECTS

Melbourne Culinary Guide

- Designed an **8-page culinary guide** with cohesive branding, engaging layouts, and custom graphics that highlighted Melbourne's food culture.
- Produced **custom graphics and retouched food photography**, enhancing visual quality and boosting content appeal.

Plug IT Branding

- Built a cohesive **brand identity**, boosting recognition across digital and print.
- Designed a versatile **visual language and tech-focused aesthetic** (website UI, business cards, marketing assets) for consistent messaging.

ACHIEVEMENTS

Led Storyboard Animation

Received high-level client and stakeholder praise for leading a storyboard animation project end-to-end—managing briefing, concept, design, iteration, and delivery—earning strong feedback shortly after joining the company.

Top Performer Award

Top performer for the quarter, delivering the highest number of high-brand presentations, strengthening client impact and brand presence.

EDUCATION

Graphic Design and Animation (Graduate Diploma)

Image Creative Education

Jan 2019 - Jan 2022

CERTIFICATIONS

Google UI UX Certification

Coursera (2019)

Complete Web & Mobile Designer: UI/UX, Figma

Udemy (2024)