

Farzana Lodi

Graphic/UI Designer

I'm a dynamic **graphic and UI/UX designer** blending creativity, strategy, and technical skill to craft impactful designs that drive engagement and business growth. Skilled in **Figma, Adobe Creative Suite, and PowerPoint**. Conceptualized and implemented 50+ cohesive brand guidelines across diverse media (print, web, video) for 40+ clients, ensuring consistent brand messaging and increased brand recognition across all touchpoints.



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SKILLS



WORK EXPERIENCE

Marketing Graphic Designer

CSM Security

Aug 2025 - Present

- Produced **marketing assets that increased campaign engagement** and brand reach.
- Designed promotional materials and **website content supporting sales growth**.
- Collaborated with the marketing team to deliver **targeted visuals boosting audience engagement** and conversions.

Presentation / Video Animation Specialist

HSBC BANK

Nov 2024 - May 2025

- Delivered over 30+ HSBC-branded **presentations on tight deadlines**, enhancing **visual communication**.
- Designed and animated **2D vector motion graphics explainer videos**, and narrative-driven storyboards using **visual storytelling** to simplify complex information and improve content retention.
- Built **interactive presentations** that elevated business communications, **increasing stakeholder engagement**.
- **Mentored team members** in Adobe tools, enhancing efficiency and raising visual standards.

Graphic / Presentation Designer

RR DONNELLEY

Apr 2023 - Oct 2024

- Animated a 2D storyboard for Care Allies, boosting engagement by 40% and **exceeding client expectations**.
- Delivered **visual designs for Fortune 500 clients**, like Seven Bucks Productions, Hitachi, and Roland Berger boosting brand consistency and market presence.
- **Collaborated with cross-functional teams** to deliver high-quality, innovative UI designs.
- Ensured that final products met **quality and branding standards**.

Graphic Designer Executive

GUIRES SOLUTIONS

May 2022 - Mar 2023

- Crafted eye-catching branding assets that boosted **campaign engagement by 50%**, using visual storytelling to enhance audience connection.
- Produced content for websites, email, and social media, driving **stronger digital marketing performance**.
- **Collaborated with marketing teams** to align design with digital strategies, contributing to a **25% increase in conversion rates**.

WORK EXPERIENCE

Graphic Designer

Freelance

Mar 2021 - Jan 2023

- Managed freelance design business, **delivering 100+ brand-aligned visuals** that boosted **client satisfaction by 95%**.
- Contributed to the Times of India's visual brand identity**, supporting an increase in brand recognition.
- Designed outdoor banners for many retail stores, **increasing local brand visibility**.

Head of Design

TEDPACKS

Aug 2020 - Mar 2021

- Designed innovative packaging** that boosted product sales by 20%.
- Established a **consistent visual identity** across all product lines, strengthening brand recognition.
- Produced high-fidelity packaging mockups, accelerating approval cycles, and **reducing production errors**.

Graphic Designer

MAZE EVENTS

Jun 2019 - Mar 2020

- Designed event materials that **boosted engagement by 30%**, including **Toyota's National and Regional Skill Festivals**, which were highly successful.
- Crafted event visuals that **increased engagement by 30%** and **enhanced the attendee experience**.
- Created banners, posters, and social media content to support event promotions and audience engagement.
- Delivered creative assets on **tight deadlines and cutting revisions by 40%**.

EDUCATION

Graphic Design and Animation (Graduate Diploma)

Image Creative Education

Jan 2019 - Jan 2022

CERTIFICATES

Google UI UX Certification

Coursera (2019)

Complete Web & Mobile Designer: UI/UX, Figma

Udemy (2024)

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.
- Delivered a **professional publication for print and digital**, earning positive peer feedback and showcasing end-to-end project management skills.

Plug IT Branding

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

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.