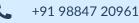
## Farzana Lodi

#### **UI/UX Visual Artist**



farzanaalodi@gmail.com



zana-design.github.io/portfolio



www.linkedin.com/in/farzanalodi

## **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.

**Creative Milestones** 

#### **Software Skills**

Xd

Ai

Adobe

Pr

Illustrator

Adobe XD

#### **HSBC** Bank Nov 2024 - Present

# Id

**Figma** Adobe **InDesign** 

Ps Ae

Adobe Adobe Photoshop After Effects

Adobe Microsoft Jira Premiere Pro Office

## **Presentation / Video Animation Specialist**

- Crafted visually compelling presentations aligned with HSBC branding, enhancing stakeholder communication and decisionmaking.
- 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.

## **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

#### RR DONNELLEY Pvt Ltd

Apr 2023 - Oct 2024

#### **Graphic / Presentation 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 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

#### **GUIRES SOLUTIONS**

May 2022 - Mar 2023

#### **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

## 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

Phone: +91 94472 17926

#### **Arshad Aaqib**

Technical lead

Phone: +61 420 894 008

## **Portfolio**

Scan this QR to get my portfolio



#### **Graphic Designer (Freelance)**

Mar 2021 - Jan 2023

- 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

#### **TEDPACKS**

Aug 2020 - Mar 2021

#### **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

Maze Events and Exhibit Solutions

Jun 2019 - Mar 2020

#### **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

## **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