Farzana Lodi
Graphic Designer

Creative Graphic Designer with 5+ years' experience in branding, marketing campaigns, packaging, and digital design. Skilled in Adobe Creative Suite, Figma, and motion graphics, with a track record of delivering high-impact visuals that strengthen brand identity and drive engagement. Experienced working with global clients (HSBC, Hitachi) and Melbourne-based projects, combining creativity with strategic thinking to deliver designs that connect with diverse audiences.

✉ farzana.design98@gmail.com

📱 +61 478 643 099

📍 Melbourne, Australia

🌐 zana-design.github.io/portfolio

CORE SKILLS

Design Tools

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Figma, Canva, MS PowerPoint

Branding & Visual Design

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
- Designed marketing assets and website visuals supporting **sales growth and campaign engagement**.
- Collaborated with the marketing team to deliver **targeted visuals that boosted conversions.**

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 colleagues in **Adobe tools**, raising **design standards** across the team.

Graphic / Presentation Designer
RR DONNELLEY, 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.**

Graphic Designer
Freelance, Chennai

Mar 2021 - 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 - Mar 2021
- 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.

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)

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.