

# Farzana Lodi

UI/UX Visual Artist

 +91 98847 20961

 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.

## Software Skills



Adobe XD



Figma



Adobe InDesign



Adobe Illustrator



Adobe Photoshop



Adobe After Effects



Adobe Premiere Pro



Jira



Microsoft Office

## 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

## Creative Milestones



HSBC Bank

Nov 2024 - Present

**Presentation / Video Animation Specialist**

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



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

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Graphic Designer (Freelance)

Mar 2021 - Jan 2023

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