



## Contact

### Phone

+91 93846 74952

### Email

farzanaalodi@gmail.com

## Connect with me

in Bē 

## Expertise

- UI | UX Design
- Wireframing
- Prototyping
- Visual Design
- Problem Solving
- Graphic Designing
- Typography
- Branding & Identity Design
- Design Systems
- Layout Design
- User flows
- Digital Design
- Basic HTML & CSS
- Photography

## Software Skills

**Xd**

Adobe XD



Figma



Framer

**Ai**

Adobe  
Illustrator

**Ps**

Adobe  
Photoshop



Microsoft  
Office

# Farzana Lodi

## Graphic & UI/UX Designer

Aspiring UI/UX designer, with a strong understanding of design principles, design thinking and user behavior. Proficient in industry-leading design tools like Figma, Adobe Creative Suite, and PowerPoint to craft intuitive interfaces, stunning visuals, and persuasive presentations.

## Experience

### 2023 - PRESENT

RR DONNELLEY Pvt Ltd

#### Presentation Artist

- 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 presentations for Fortune 500 clients like seven Bucks production, Hitachi, Roland Berger and many more
- Collaborated with cross-functional teams to deliver high-quality presentations under tight deadlines
- Ensured final products met quality and branding standards

### 2022 - 2023

GUIRES SOLUTIONS

#### 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

### 2021 - 2023

#### Freelance Graphic Designer

- 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 and reader engagement strategies
- Designed outdoor banners for retail stores in Hyderabad, promoting the Times of India brand and increasing visibility

### 2020 - 2021

TEDPACKS

#### 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

## Language

|         |                        |
|---------|------------------------|
| English | <div><div></div></div> |
| Hindi   | <div><div></div></div> |
| Urdu    | <div><div></div></div> |
| Tamil   | <div><div></div></div> |
| Telugu  | <div><div></div></div> |

## Internship

2018  
**Content Writer**  
Broadmind

## Interests



Badminton



Gaming



Photography



Travelling

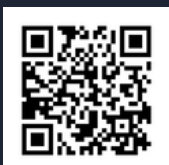
## Reference

**Bharath**  
SME, Guiress Solutions  
Phone: +91 94948 30398

**Nandan**  
Customer Service Executive, RRD  
Phone: +91 86800 92086

## Portfolio

Scan this QR to get my portfolio



2019 - 2020  
Maze Events and Exhibit Solutions  
**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

## Projects Highlights

### StreamX

I undertook a research project focused on revolutionizing music streaming with video trailers, karaoke, and community engagement.

#### Key Responsibilities:

- Led the UI design of Stream X from concept to prototype
- Designed high-quality UI components, typography, and graphics
- Applied basic UX principles to ensure a seamless and engaging user experience Using Figma

#### Key Achievements:

- Designed a revolutionary music streaming app, Stream X, that combines video trailers, karaoke, and community engagement
- Created a visually appealing and user-friendly UI that enhances the overall music streaming experience

## Education

2019 - 2022  
**C.Tech in 3D Animation (Higher Diploma)**  
Image Creative Education

2016 - 2019  
**Bachelor of Arts**  
JBAS COLLEGE / University of Madras

## Certification

2019  
**Google UI UX Certification**  
Coursera

2024  
**Complete Web & Mobile Designer: UI/UX, Figma**  
Udemy