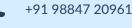
Farzana Lodi

UI/UX Visual Artist





farzanaalodi@gmail.com



zana-design.github.io/portfolio



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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

Presentation / Video Animation Specialist HSBC BANK

Adobe XD Figma Adobe InDesign

Ai Ps Ae

Adobe Adobe Adobe

Adobe Adobe Adobe
Illustrator Photoshop After Effects

Adobe Jira Microsoft
Premiere Pro Office

- 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

Graphic / Presentation Designer

Apr 2023 - Oct 2024

Nov 2024 - Present

RR DONNELLEY

- 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

Graphic Designer Executive

May 2022 - Mar 2023

GUIRES SOLUTIONS

- 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 Aagib

Technical lead

Phone: +61 420 894 008

Portfolio

Scan this QR to get my portfolio



Graphic Designer (Freelance)

Successfully managed a freelance business, delivering high-quality

Mar 2021 - Jan 2023

• Contributed to the Times of India's visual brand identity

designs that met their branding needs designs

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

Head of Design

Aug 2020 - Mar 2021

TEDPACKS

- 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

Graphic Designer

Jun 2019 - Mar 2020

MAZE EVENTS

- 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