Farzana Lodi

UI/UX Visual Artist

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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.

Software Skills

- **Xd** Adobe XD
- **F** Figma
- **Id** Adobe InDesign
- **Ai** Adobe Illustrator
- **Ps** Adobe Photoshop
- **Ae** Adobe After Effects
- **Pr** 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

Presentation / Video Animation Specialist
Nov 2024 - Present
HSBC BANK

- 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.

Graphic / Presentation Designer
Apr 2023 - Oct 2024
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

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

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