

London based Digital Designer with more than 15 years of experience in advertising and in-house agencies, specialising in delivering high-impact designs for Websites, Emails, Apps, Interactive Media, Advertising Campaigns, Brand Development and Print Designs. A friendly, creative all-rounder who is able to work well under pressure and has proven success in a fast paced and demanding environment.

Specialties:

- User Interface Design
- E-mail Marketing & SEO
- E-commerce Marketing
- Digital Display Design
- Responsive Web Design
- Branding & Identity Design
- Advertising Concepts
- Flash Animation
- Layouts & Typography
- Social Media Graphics
- Print Production Processes
- Outdoor Advertising

Key Skills

- Fully proficient in Adobe Photoshop, Illustrator and InDesign
- Good knowledge of Dreamweaver, HTML5, CSS3, Flash and Magento Ecommerce Platform
- Fully proficient in Monetate Personalisation and Testing Platform
- Project Management and Creative Problem Solving Skills
- Results Driven, Friendly, Professional, Effective, Organised & Committed

Work Experience

February 2014 - Present (2 years)

Senior Digital Designer - Dreams Beds Ltd (High Wycombe)

Developing concepts, layouts and promotional graphics for Dreams websites in line with the company's brand guidelines. Working closely with marketing and in-house developers.

Key Responsibilities:

- Creating and implementing all UI designs and promotional graphics for Dreams website
- Creating a personalised user experience and conducting A/B testing using Monetate Platform
- Ensuring every design work produced is in line with the company's brand guidelines
- Designing and building CMS pages and E-mail newsletters using HTML5 / CSS3
- Creating designs and animations for digital display advertising

September 2007 - November 2013 (6 years 3 months)

Co-founder / Senior Designer - Maa Designs Ltd (London)

A start up creative output agency based in London delivering services from initial concept design through to final production.

Key Responsibilities:

- Developing creative concepts and designs according to creative brief across all media
- Managing and working with project managers & creative designers
- Creating logos and corporate identities for start-up and corporate businesses
- E-newsletters designing and HTML coding
- Creating designs and animations for digital display advertising campaigns

September 2006 - August 2007 (1 year)

Senior Web Designer - Plus Telecom Ltd (London)

Primary role of designing initial concepts to final production of Websites, Brochures, Press Ads, Logos, Marketing Collateral and Email Newsletters.

Key Responsibilities:

- UI design for company telecom platform
- Branding for all the new telecom products
- Designing the company's multiple websites, Press AD and brochures
- E-mail newsletters designing and HTML coding

January 2005 – August 2006 (1 year 8 months)

Senior Web Designer – A4 Internet Ltd (London)

Lead creative on major web projects. Developing concepts and layouts for websites as well as implementing HTML/CSS coding. Working closely with clients and in-house developers.

Key Responsibilities:

- Designing websites and HTML / CSS coding for client website
- Creating logos and stationery designs
- E-mail newsletters designing and HTML coding
- Online flash animated banner designs

June 2002 – October 2004 (2 years 5 months)

Senior Designer – M&C Saatchi, Manama (Bahrain)

Primarily developing concepts and designs for Press AD's, Brochures, Annual Reports, Exhibition Displays, Banners, Website Designs and other POP material. Working closely with creative directors and designers.

Key Responsibilities:

- Developing ideas for advertising campaigns and meeting extremely tight deadlines
- Website designing, Flash Animation and HTML / CSS coding
- Creating concept and graphic layouts for print designs, outdoor advertising and exhibitions
- Creating logos and corporate identities
- Creating concept and storyboarding for AD films and directing photo shoots

March 2000 – May 2002 (2 years 3 months)

Senior Graphic Designer – ASV Cyber Solution (Bangalore, India)

Leading a team of graphic artists for an internet site called "Art I Need", a website providing millions of Clipart's, Website Templates, Animations, Illustrations and Fonts.

Key Responsibilities:

- Leading and managing a team of graphic artists
- Developing concepts and ideas for animated Greeting cards
- Creating and coding Website templates
- PowerPoint template creation

June 1999 – February 2000 (9 months)

Graphic Designer – Percept Chuo Senko Advertising (Bangalore, India)

Key Responsibilities:

- Creating graphic layouts and print designs
- Preparing/managing all final artwork and co-liaison with pre-press bureau
- Designing and organising product launch events

May 1998 to May 1999 (1 year 1 month)

Finishing Artist – Everest Dentsu Advertising (Bangalore, India)

Clients

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|------------------------|--------------------|--------------------|---------------------|
| ▪ Mapfree | ▪ Bradford Council | ▪ Kew garden | ▪ Bank of Bahrain |
| ▪ QuadGraphics | ▪ RSPB | ▪ Qatar Airways | ▪ AMA IT University |
| ▪ Transport for London | ▪ Islamic Relief | ▪ Saudi Aramco | ▪ Epson |
| ▪ NHS | ▪ Virgin | ▪ American Express | ▪ Sharp Electronics |
| ▪ Ketchum | ▪ Guilfest | ▪ Pizza Hut | ▪ Bahrain Airport |

Education

Diploma in Fine Arts (April 1998, Ravi Varma Institute of Fine Arts, Kerala, India)

Diploma in multimedia (February 2001, Arena Multimedia, Bangalore, India)