
GRAPHIC DESIGNER

17+ years' rich experience in delivering optimal results & business value in high-growth environments

Creative professional with a proven track record of successful projects from initial concept through completion. High-energy, results-oriented leader recognized for innovative tactics and strategies. Reputation among peers for finding the most efficient way to facilitate a project or process without sacrificing quality. Deft in the language of design that includes color, shape, line, texture, grid, imagery and typography. Background encompasses exposure to variety of industries and demonstrated skills in concept creation. Proven expertise in tools of design including InDesign, Illustrator, Photoshop as well as PowerPoint. Strength includes the ability to develop rapport with individuals at all levels, analyze needs, and implement appropriate procedures.

Big knowledge of printing, print design with exposure to web and interactive design. Creativity in formatting and designing the Endgame marketing piece. Known for superior responsiveness and client service. Key competencies in use of the design process from planning, research, conceptualizing, revisions and delivery. Exhibits an honest work ethic with the ability to excel in fast-paced, time-sensitive environments and excellent team player with proven ability to work consistently towards attaining goals and targets. Ability to understand and apply principles of visual organization, composition, information, hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.

Intuitive and creative visual thinker with a competence with the non-verbal languages of art and design. Possess strong problem-solving skills and an ability to manage time-sensitive projects. Recognized as a talented designer and a highly effective partner to marketers and internal clients on projects large and small. Combine passion for aesthetics with commitment to contributing to an organization's bottom line. Excellent communication and interpersonal skills. Talent for writing and designing technical manuals and training programs. Rich ability to keep design work feeling fresh and different. Good knowledge of Dreamweaver, Flash and XHTML.

PROFESSIONAL VALUE OFFERED

Project Management	Web Design/Ideating	Brochure Design	Business Development
Visualization/Conceptualization	Advertisement/MIS	Product/Graphic Design	Digital Imaging
Training & Development	Crisis Management	Pre-sales/Photography	Coordination/Liaison
Team Leadership	Commercial Art	Client Relationship	Vendor Management
Brand Management	Presentation Skills	Concept Analysis	Product Design

PERFORMANCE MILESTONES

- Titled as 'Senior designer' in firm's [REDACTED]
- Distinction of providing art-direction to photographers during photo shoots.
- Having credential of creating identity, marketing and promotional materials for "property marketing" campaigns.
- Recognized for handling project of NASA's Earth Observing System.
- Nominated as 'Point of differentiation' when it comes to selling the firm's property marketing services.
- Won big applause and 'Year of award' for excellent winning work.
- Drove initiative as a valued resource in BU-client and outside client meetings in 2010, on different projects i.e. PDS brochure and the 815 Conn brochure.
- Successfully designed 13 unique Connect Wall displays that are considered to be fresh and engaging.
- Holds the credential of designing, development and delivery of several web sites for NASA and IRS.
- Conducted 'SWOT' analysis and utilized findings for designing customized strategies to enhance customer services.
- Planning and implementing market specific brand promotional line of attack to amplify the top of the mind recall.
- Implemented the concept of MIS reporting to update the Management on regular basis.

PROJECTS HANDLED

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|--------------------------|------------------------|------------------|-----------------------------|-----------|
| • Advertisements | • Brochures | • Direct mailers | • Display boards | • Flyers |
| • Identity and branding | • Information graphics | • Invitations | • Logos | • Posters |
| • Presentation materials | • Promotional items | • Signage | • Web sites and interactive | |
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CAREER PROGRESSION

Senior Graphic Designer, [REDACTED]
Graphic Designer, [REDACTED]
[REDACTED]

MAJOR AREAS OF RESPONSIBILITIES

- Guide & mentor the team in providing graphic design services for firm's regional business units as well as external clients.
- Assume responsibility for the conceptualization, design and execution of marketing collateral.
- Key player in analysis, development, and implementation of strategic business plans & policies, ensuring organizational growth, targeting maximum profitability & cost effectiveness.
- Establish plan to apply corporate brand standards consistently across all marketing products.
- Accountable for designing products for new business, general awareness, market research and internal communications.
- Build & nurture relations with vendors to insure timely and cost effective services.
- Instrumental in managing two designers – player coach style - and conduct mid-year and annual performance reviews.
- Interface & coordinate with teammates and clients to solve a wide variety of design problems.
- Credited for delivering successful design results for numerous jobs.
- Gain invaluable experience in handling projects ranging from simple to complex with budgets large and small and schedules from aggressive to relaxed.
- Efficiently liaise with print and sign vendors and know how to avoid issues effecting budget and schedule.
- Accountable for creating presentation materials, posters and graphics for technical documentation.
- Organize various training sessions for the team to enhance their performance.
- Proactively contribute in designing information graphics to visually represent scientific data systems being developed.
- Significantly contribute across the local and national marketing platforms.
- Devise effective strategies for marketing and won new business for the firm and a reputation of excellence.
- Collaborating with the Business Analysts to identify and understand both business and user needs and accordingly creating deliverables, specifications, user Interfaces etc.
- Pivotal in ensuring quality adherence to the usability standards.
- Responsible for exploring new formats, concepts, colors and providing typographic solutions to appeal specific audiences. Checking the final quality of the printing
- Evaluate competitive marketplaces to establish basis for creative efforts.
- Manage each project from start to finish, on time and within budget.
- Play pivotal role in delivery of marketing collateral that has served to differentiate the brand.
- Earned rich experience in communicating ideas by directly implementing them into a visual solution, often yields sign-off with kudos the first time.
- Contribute significantly to monthly MAML meetings.

EDUCATION

- Maryland College of Art and Design • A.A., Visual Communications

TRAINING/COURSES

- Numerous workshops, classes and conferences on graphic design and related software
- Adobe Creative Suite and other tools by using training videos at lynda.com
- Extensive personal collection of books on graphic design and printing

PROFESSIONAL AFFILIATIONS

- American Institute of Graphic Arts – AIGA

References, portfolio and verifying documentation furnished upon request