



web+interactive designer

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310.765.0885

EXPERIENCE

Freelance, 2005–Present

- Designed and developed websites for South Bay based establishments like *Silver Star* (www.silverstar.la), *El Segundo Tailors* (www.elsegundotailors.com) and *SideDoor Events* (www.sidedoorevents.com) helping them create an online presence to expand their business.
- Hired as independent contractor by Infinite Communications post internship to design/develop websites like www.drfibus.com, www.allaboutptg.com, www.marinashlifer.com integrating javascript, jquery and flash to enhance interactivity
- Single handedly created the layout and design of marketing package for Elite REO, Irvine CA along with designing various flyers, advertisements and e-newsletters
- Designed logos for *Dahya Property Investments*, www.wannask.com, *Khyati Desai (Makeup & Hair)* conferring to client needs

Web/Graphic Designer—ICDC College, Culver City, CA, January–April 2010

- Worked under direct supervision of the creative director to redesign company website (alpha stage) along with creating micro sites, to improve web presence and branding
- Designed and developed landing pages and email blasts specific to programs to boost online marketing resulting in increased leads
- Occasionally produced layouts for publications like Jobs, El Clasificado, Penny Saver and Working World as per requirements

Internship—Infinite Communication, Sherman Oaks, CA, July–October 2009

- Assisted the VP of Marketing and Director of Internet Marketing in designing and developing websites and e-newsletters adhering to best web and SEO practices
- Created interactive flash elements (photo galleries and banners)
- Applied graphic design skills to create brochures, logos and presentations

SKILLS

Proficient in

Photoshop, Illustrator, Flash, InDesign, MS Word, MS PowerPoint, MS Excel, HTML/CSS

Familiar with

After Effects, Fireworks, Pro Tools, Final Cut Pro, Sound Track Pro, Actionscript 3.0, PHP/MySQL, JavaScript, jQuery

Platform

Mac
PC

Language

English
Hindi
Gujarati

THE LEARNING ROUTE

Associate of Science—Web Design and Interactive Media, March 2009

The Art Institute of California—Los Angeles, Santa Monica, California

Master of Commerce Part I—Financial Management, June 2006

MMK College, Mumbai, India

Bachelor of Management Studies—Marketing, June 2005

Narsee Monjee College of Commerce & Economics, Mumbai, India

AWARDS AND RECOGNITIONS

The Art Institute of California—Los Angeles

Valedictorian, graduating class of Winter 2009

President’s Honor Roll

Fall 2007

Winter 2008

Winter 2009

Dean’s Honor Roll

Winter 2007

Spring 2007

Spring 2008

Fall 2008

Best of Quarter

Winter 2008, *Design Layout*

Spring 2008, *Fundamentals of Authoring*

Summer 2008, *Interface Design*

Fall 2008, *Digital Identity Design*