# Simran Aggarwal

Female, Indian, Married, 28 D-10, First Floor

South City 2

# Graphic/Web Designer

Workex - 9 years

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**Web and Graphic Designer** with proven track record of delivering innovative design solutions well within agreed timelines with the ability to catch consumer’s attention. Responsible for incepting and delivering projects in the area of both services as well as consumer goods covering entire spectrum of Offline and Online media. Possess expert to professional grade skills in the area of SEO, Email, Inbound, Social media marketing, Display ads, Video ads, Designing and maintaining websites and ecommerce module.

Currently looking for a suitable core Web/Graphic Designer responsibility with an appropriate team to manage with an ambitious and growing organization.

# Professional Profile:

**IcubesWire-360 Digital Marketing** Gurgaon, India

Creative Lead Nov’17-Present

* Manage development of creative concepts, elements and oversee asset development
* Conceptualized and designed presentations for clients.
* Work with internal teams, colleagues, and managers to develop creative solutions and content alignment and approvals
* Created and incorporated strategy creatives for Central Park, Kidzania, Hummel, Wipro, Konica Minolta, South Africa tourism, Canon, Nivea, PVR, Lokmat etc. like half ‘n’ half, double exposure, GIF, cinemagraph, Carousel, Postings, video representation etc.
* One of the KPI is to handle social media campaign design and footfall improvement for IT & Electronics Real Estate, FMCG and FMCD like Wipro, Central Park, Canon, Konica Minolta among majors
* Hands-on experience in creating website layouts design and **HTML conversion** for over **60 websites**
* Lead team of designers for online marketing and direct-to-consumer communication tools like

**Social Media, Web Updates, Video presentation, Strategy presentation**

**Awards:** IcubesWire Employess of the Month - For Wipro and central park After effects video presentation

**Tui India Pvt. Ltd. – Worlds no. 1 Travel company** Gurgaon, India

Asst. Manager UI Designer- Marketing June’15- Oct’31

* Handled more than **70 online marketing campaigns** and **design projects** for travel products for domestic and International tourism boards along with direct to consumer campaigns
* Extensive hands-on experience in **Social Media ads and E-mail marketing** leading to increase in traffic by **46%** with repeat visitors being **33%, Campaign pages, Layout designs (Prototype)**
* One of the prime responsibility is to update the **Tui India** and **Tui Villas website** with daily frequency
* Have expertise of photography as well videography for various brands like South Africa Tourism, SriLanka Tourism, Korea Tourism, Australia Tourism etc.
* Currently working on **designing of TUI mobile app**
* Partnering with external agencies for integration & deployment.
* Added responsibility to handle internal communication through one pagers and **After Effect videos**

**Awards:** Tui Champion- For successful completion for projects and executing deliverables within stipulated timeline

**FABPANDA Pvt. Ltd. / Netmax Digital Pvt. Ltd.** Faridabad, India

Creative Head – Web and Graphics Designer Aug’12-Feb ’15

* Conceptualized and designed an e-commerce website and social media ads for **Casio India Shop** and

**mobile app** for cine superstar **Jackie Shroff**

* Creating **online marketing tools** and **designing graphic content** GIF banners, 3GP videos for site re- skins, E-Mailers, static and flash banners leading to increased website traffic by **38%**
* Designing pitches and presentations for the sales teams.
* Hands-on experience in creating website layouts design and **HTML conversion** for over **60 websites**
* Lead team of designers for offline marketing and direct-to-consumer communication tools like

**brochures, handouts, flyers, advertisements** for multiple product range

* Hands-on experience in **After Effects presentation** for e-commerce product portfolio, Netmax Digital marketing initiatives
* Single point of contact for vendors for corporate promotions and ensuring **brand consistency**

**Ennovations Tech Serv Pvt. Ltd.** Noida, India

Web and Graphics Designer Nov’10-Aug’12

* Designing Static and Dynamic Website content and converting to **HTML and CSS** for Ennovations, Trikoot group, My travel help desk
* Major responsibilities include power point graphic presentation designing for **Brand communications** and Logo designing
* Designing over **100 brochures** for product portfolio
* Integration of over **100 flash videos**

**ADITYA INFOTECH. Ltd.** Delhi, India

Web and Graphics Designer Nov’09-Aug’10

* Major responsibilities include Brand Logo Designing e.g **CPPLUS, Adity group, Dahua security, Vivin technology** and creating **Flash presentations**
* Designed multiple newspaper advertisements, brochures, handouts, flyers, E-mailers both B2B and B2C and other marketing communication material
* Handled backend & frontend for website integrations

# Academic Profile and Professional Qualifications

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| --- | --- | --- | --- | --- |
| **EXAMINATION** | **YEAR OF PASSING** | **BOARD/UNIVERSITY** | **INSTITUTION** | **DIVISION** |
| Diploma, Graphics/web designing, 3D modeling | 2010 | Manav Rachna International University, Faridabad | Manav Rachna International University, Faridabad | 1st |
| B.COM (Hons.) | 2011 | MDU (Rohtak) | ITS College | 1st |
| Intermediate | 2007 | J.F.K (Faridabad)CBSE | J.F.K COLLEGE | 1st |
| Matriculation | 2005 | L.F.P.S (Delhi)CBSE | L.F.P High School | 1st |

**Portfolio and Projects Overview**

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| https://www.behance.net/simransari0316 |

## Key Software and Designing Skills

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| --- | --- | --- | --- |
| Adobe Photoshop CC | Adobe Dreamweaver CC | Adobe Flash CC | Adobe illustrator CC |
| Corel Draw X5 | Adobe premiere CC | Adobe After Effect CC | HTML, CSS and MS Office tools |

**Hobbies**

* Sketching
* Water painting
* Oil Painting
* Crafting
* Glass painting
* And some other creative works