

Kavita Chaudhary

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PROFESSIONAL SUMMARY

Creative and Detail driven Graphic Designer with diverse 14 years of experience in various Industries.

Experience in working as head of the Department and handling team of designer and strategizing cutting-edge marketing, brand development and advertising promotions. Always striving towards delivering successful communication through the use of design, advertising and new media while collaborating with other creative professionals.

SKILLS

- Naturally creative and passionate about the job, strong ideation and creative sense.
- Ability to understand brief/requirements and quickly crack ideas
- Knack for experimenting and zeal to explore new ways
- Ability to present concept/ideas with full conviction
- Technically sound with designing software
- Ability to conceptualize and transform Ideas into effective Communication
- Ability and acumen to meet deadlines and understand creative and advertising demands
- Ability to prioritize the work and meet the deadlines

KNOWLEDGE OF SOFTWARE

- Adobe Illustrator CC 2015
- Adobe Photoshop CC 2015
- Adobe After Effect CC 2015
- Adobe Flash MX professional
- Adobe In Design CC 2015
- Corel Draw 15
- Power point
- M S office

PROFESSIONAL QUALIFICATION

Diploma in Fine Art (2 years)– Applied Art with Graphic Designing from Air Force Vocational College, New Delhi.(2001-2003)

MULTIMEDIA DEGREE(3 years) FROM ARENA MULTIMEDIA, Saket, New Delhi(2000-2003)

- Certification for Engineering Web Specialist
- Certification for Multimedia Specialist
- Morphing & Warping
- Certification for Imaging and Visuals
- Vector Graphics
- Visualization Techniques

EDUCATIONAL QUALIFICATION

H.S.S.C from Air Force Bal Bharti School, Lodh Road, New Delhi

B.A From Delhi University (2000-2003)

M.A From Annamalai University (2004-2006)

ORGANIZATIONAL DETAILS

**Worked as a
Creative Head with
Ezeelo
(March 2018- April 2019)**

PRIMARY RESPONSIBILITIES:

- Handling and allocating the work to the team of graphic designers and web designers
- Provide guidance and ideas and lead the overall content strategy
- Thinking creatively to produce new ideas, Brainstorming and mocking up design ideas.
- Using innovation to redefine a design brief and meet the constraints of cost and time
- Developing design briefs by gathering information and data to clarify design issues
- Creating blue prints for website and application layout
- Developing concepts and storylines for animated videos
- Providing content and 360 campaign ideas and feedback to the team
- Train and guide subordinates into accomplished professionals

**Worked as a
Design Manager with
Innovative Technology Solution
(March 2015- March 2018)**

PRIMARY RESPONSIBILITIES:

- Organizing, planning, & prioritizing the deliverables
- Handling the team of two graphic designers and two web designers
- Think creatively to produce new ideas, Brainstorming and mocking up design ideas
- Managing Social Media Activity for the company
- Producing accurate and high quality work
- Developing design briefs by gathering information and data to clarify design issues
- Responsible for making Power Point Presentations, News Letters, Brochures, Poster, Standee, Pamphlets, E-mailers, Advertisement, Social Media Banners, Invites, Dangles, letterhead, Flyers, Social Media Banners, Website Mocks

**Worked as a
Design Manager with
CitiXsys Tech Solutions
(Aug 2013-Feb 2015)**

PRIMARY RESPONSIBILITIES:

- Responsible for making beautiful Templates, News Letters, Brochures, Poster, Standee, Pamphlets, Logos, E-mailers, Advertisement, Social Media Banners, Invites, Dangles, letterhead, Mockup designs, Hoarding, Backdrops, Magazines, E-Mailer, Flyers, Booth Graphics, Social Media Banners, Website Mocks, Coffee table Book etc.
- Manage multiple projects at one time to meet tight deadlines
- Concept Development & Presentation
- Drive, sell, argue and present ideas/layouts/solutions
- Keep deadlines and deliver according to determined time schedule
- Deliver an appropriate range of creative solutions that meet the creative brief
- Presents ideas in a way that helps sell creative solution

**Worked as a
Design Manager with
FIBL
(Jan 2012-June 2013)**

PRIMARY RESPONSIBILITIES:

- Responsible for making beautiful templates, Brochures, Poster, Standee, Pamphlets, Banner logos, E-mailers, Advertisement, Invites, Dangers, letterhead, collateral, t-shirts, mockup designs, Hoarding, Backdrops, Corporate Identity etc.
- Ensure quality and prepares deliverable for hand off to developers, printers, client, etc
- Concept Development & Presentation.
- Explore appropriate typographic, photographic and color treatments for the brand.
- Responsible for developing out standing brand communication for our clients.
- Create strategically sound ideas and concepts in line with objectives and goals.
- Leading a team of designers giving creative direction.

**Worked as a
Creative Designer with
Falcon Interior Solutions
(Sept 2009 – Dec 2011)**

PRIMARY RESPONSIBILITIES:

- Translate business requirements into conceptual design
- Communicate the design strategy and rationale with architects.
- Generate production specifications and be able to prepare files for print.
- To Create (Vinyl based) graphics of all genres i.e corporate, café, gym, reception, Workstation, Breakout area, Lounge, Entertainment, Retail etc.
- To develop, plan and manage Print Production jobs independently.
- Accurate archiving of all data and back-up of all files and assist in the preparation of the case study.
- Use Adobe Photoshop, Illustrator, Corel and other tools to create rich interior wall graphics.
- Meet with clients as required to discuss business objectives and creative solutions.

CLIENTS

- PVR Projects, IBM, Arcon, Styker, UHG, EXL, Noida, UHC, DLF, Edelman, Unicef, Proviti, Mercer, Barclays
- Worked For DIAL (Terminal 3 Airport)

**Worked as a
Visualiser
with Showtime Events
(Sept 2008 to Aug 2009)**

PRIMAARY RESPONSIBILITIES:

- Design and produce a wide range of marketing pieces including sales kits, logos, brochures, printed advertisements, conference invitations, conference kits and on-site materials, presentations, newsletters, and forms.
- Support junior members of the team in understanding the brief and assignment deliverables.
- Construct clear and convincing presentations for internal and client purposes and present confidently to clients.
- Interact with internal marketing managers and art directors to develop and update the deliverables.
- To develop designs for brochures, posters, and other print collateral as and when required.
- To Create designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts. Determine size and arrangement of illustrative material and copy, and select style and size of type.
- To effectively translate Ideas into visual, converting briefs into relevant and effective idea/concept and will be responsible for the conception, Converting brand briefs into relevant and effective visual ideas / concepts.

PROJECT UNDERTAKEN:

Delhi Daredevils Promotional Activity.

**Worked as a
Graphic Designer with
S.Chand Technologies
(Oct 2004 to March 2008)**

PRIMARY RESPONSIBILITIES:

- To create graphics, animations, and interactivity for e-learning.
- Design and develop innovative, engaging, and effective e-learning content, courseware, job aids, and reference materials using appropriate learning methodologies.
- To and create new templates, styles and layouts and other promotional materials while adhering to standards.

AWARDS

First Winner of the All India Painting Competition Organized by the INDIAN AIR FORCE