



I am an orchestrator of the complete creative and design solution. I build and lead high-performing cross-functional teams. I guide their strategic thinking to reflect the overall quality of design that will mirror the client's objectives. From the impactful and the innovative seasonal packaging, to the visual direction of consumer magazines, I have directed and delivered creative design solutions in print, web design, magazine development and packaging design under tight budgets and aggressive time lines for a diversified client pool, including Television and entertainment, travel, health, beauty, non-profits, insurance, and food industry.



SKILLS

- Diversified creative design experience in print, web design, magazine development, and packaging design.
- Established intimate knowledge of client brands, products and target demographics.
- Conceptualized powerful brand design strategies while maintaining identity consistency across all medias.
- Expansive industries experience to include: Consumer products, Retail, travel, health, beauty, non-profits, insurance, and food industry.
- Technologically knowledgeable of current and emerging trends and an expert user of design software.
- Manage and lead multiple projects and teams on time and within budget from conception through production, in all aspects of creative design and production



PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

MEF GRAPHICS

Toronto, Canada

Dec 2015 - Till Date

Aug 2008 - Jan 2015

- Turn strategic messaging into visual representation
- Work on visual development for brands
- Interact with copywriters to develop creative concepts and executions of assigned projects
- Provide detail and visual direction for other graphic designers on projects
- Advised clients on all technical visual recommendations
- Directly meet and communicate with clients
- Use print production knowledge for creating and collecting files for publications
- Create and mock up video story-boards
- Directed on-site photo and video shoots
- Obtained pricing for collateral and marketing material

Brands worked on:

Warner Chilcott, P&G, Securecan, Hakim, Linsey Foods, General Mills, Propack

SENIOR GRAPHIC DESIGNER (CONTRACT)

Gannett Fleming Rail & Transit Ltd.,

Toronto, Canada

Feb 2017 - June 2018

- Graphic designing and project management
- Create proposals for various projects.
- Creating graphics, diagrams and the site plans and presentations or the clients.
- Weekly reports of the project advancement, making organizational charts for the company as well as for the clients.
- Designing signages and graphic materials in print electronic and video format.

Brands worked on:

Metrolinx and TTC

SENIOR GRAPHIC COORDINATOR

HAIN-CELESTIAL CANADA

Toronto, Canada

Feb 2015 - Nov 2015

- Designed impactful and innovative seasonal packaging for various brand products of Hain Celestial for Canadian and US market.
- Supported several key areas of marketing, production and purchasing.
- Created unique and commercially appealing packaging to increase seasonal sales, while maintaining Hain Celestial's classic and luxurious essence.
- Produced elegant and differentiated packaging with challenging budgets and aggressive turnover time lines.
- Delivered packaging designs to stores on time and accommodating rounds of revisions while supporting marketing, production and purchasing departments.
- Creating 3-D renderings for packaging.
- Kept projects synced between US and Canadian brands.

Brands worked on:

Yves, Celestial Tea, Sensible Portions, Terra Chips, Maranatha, Dream, Casbha, Spectrum, Europe's Best, Tilda, Ellas Kitchen, Imagine, Alba, Avalon Organics



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SENIOR GRAPHIC DESIGNER (CONTRACT)

HUDSON'S BAY
Toronto, Canada
Nov 2006 - Mar 2007

- Created original concepts, designs and branding for instore marketing
- Attended photo shoots and helped on sets
- Strategized and developed marketing campaigns
- Formulated and presented strategic communications plans
- Brainstormed marketing ideas
- Participated in design charrettes
- Obtained pricing for collateral and marketing material
- Built and planned wire frames for websites

SENIOR GRAPHIC DESIGNER : BRANDING

RELIANCE INDUSTRIES LTD.
Mumbai, India
Jul 1997 - Jan 2006

- Designed various material for brand development such as logo design, advertisements, direct mailers, news letters and brochures.
- Designed graphic standards manual for various brands. Standardized corporate branding. Created environmental and fleet graphics. Designed and commissioned comprehensive signage system.
- Designed, Planned and implementd India's first building graphic.



EDUCATIONAL BACKGROUND

UNIVERSITY OF MUMBAI

B.F.A. (Applied Art)
Mumbai, Apr 1996

- Completed 5 years B.F.A.(Applied Arts) with major in Graphic design and Photography
- SUBJECTS
Advertising Designs, Illustrations, Photography, Typography, 2D-Design, 3-D design, Colour, Drawing from Life, Drawing from Nature, History of Art, Communication Design, Graphic Design

BANDRA SCHOOL OF ART

DIPLOMA IN ARTS
Mumbai, Apr 1991

- Completed 1 year Foundation of arts Diploma
- SUBJECTS
2D-Design, 3-D design, Drawing from Life, Drawing from Nature, History of Art, Colour theory

MICROKON COMPUTER EDUCATION

D.W.D
Mumbai, India
Feb 2002

- Completed 1 years D.W.D.(Diploma in Web Designing)
- SUBJECTS
Website Designs, Graphic Optimization, Dreamweaver, User interface, HTML

HEWLETT PACKARD

ESKO PRE-PRESS
Atlanta, USA
May 2016

- Completed HP Pre-Press course powered by ESKO.



SKILLS

Creative thinking
Graphic Designing
Brainstorming
Photography
Illustration
Typography
Pre-Flighting
Web Designing
UI/UX Design
Motion Graphics
VFX



SOFTWARE

Adobe Creative Cloud
Microsoft Office
After Effects
Adobe Premier
Adobe XD
Adobe Muse
Acrobat Pro
Sketch Book Pro
Extensis Suitcase
Corel Draw Suite
QuarkXPress

Auto Cad
PageMaker
Pit stop
Onyx Production
Final Cut Pro
File maker Pro
SAP
Blue
ESKO
ProCreate
Adobe Sketch



HARDWARE

Mac Pro
PC
Scanner
Wacom Tablets
iPad Pro
Digital Cameras
Studio lights
Digital Printers
Colour Calibrators
CNC Cutting



PLATFORMS

Mac OS
Windows
Android