



## SALONI CHOPRA

Graphic Designer | Illustrator |  
Front-end Developer

### About

I am a **graphic designer, an illustrator and a front-end developer**. I hold a Masters of Computer Applications and have almost a **decade of experience** spanning around Media Industry, IT Company, and Corporate sector. As an Artist, I love to make brilliant work even when faced with budgetary and time constraints as I enjoy the challenge of finding solutions that do not hinder the creative idea.

### Contact



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## Experience

### Graphic Designer (June, 2016 - Present)

#### Oceaneering International - Chandigarh

- Planning production schedules for the various steps in the design process;
- Analyzing project development costs and developing project budgets and workflow;
- Using innovation to redefine a design brief within the constraints of cost and time.
- Taking overall responsibility for all on and offline work produced for all clients, including brochures, flyers, case studies, posters, banners, t-shirts, and websites.
- Hold weekly or monthly design review meetings with clients to ensure they are satisfied with the work produced;
- Building new websites and maintaining various WordPress and google sites previously created;
- Provide graphic assistance to animation team members and sometimes also help them in basic 2d animations;
- Creating Infographics and Illustrations.

### Graphic and Web Designer (May, 2014 – May, 2016)

#### Mind Field Software Solutions Pvt. Ltd.

- Designing and Idealization of new ideas and concepts;
- Designing for marketing collateral and other branding;
- Conducting research and preparing rough drafts or prototypes through sketching;
- Obtaining approval of concept by submitting rough layouts;
- Working on the color scheme, fonts, art work and illustrations;
- Determining the size and arrangement of the illustrative material;
- Designing the company's visiting cards, brochures, posters, signboards, leaflets, logos, print and web related graphics etc.;
- Coordinating and Communicating with the other members of the team such as developers, instructional designers etc.;
- Coordinating with the printer to get marketing collaterals printed;
- Designing Facebook creative postings and Infographics;
- Commitment to deliver highly polished graphics and final images under given time constraints;

### Graphic Designer (April, 2012 – April, 2014)

#### Divya Broadcasting Pvt. Ltd.

- Developing a brief of the design after collecting all the required information and data through research;
- Selecting the color scheme as per the purpose of the graphic;
- Designing a rough layout of art and copy regarding arrangement, size, style and other concepts;
- Comparing all the rough designs and finalizing the selected artwork or design;
- Developing graphics and visual images for product illustrations, logos, and websites.
- Designing Company brochures, leaflets, calendars, and diaries;
- Creating professional designs and layouts for promotional materials including direct mailings, handouts, advertisements, posters, signs and other visual layouts;
- Creating the final design using Adobe Photoshop for the Web & TV graphics and Adobe Illustrator & Corel Draw for the printing media;
- Presenting the final design to the art director for approval.

### Graphic Designer (Feb, 2011 – Mar, 2012)

#### Hartron – IT Campus

- Selecting the color, images, texture, etc. for the layout;
- Creating a mock-up design either by hand or using Photoshop as per the idea;
- Presenting the mock-up created to the head of the department;
- Making changes to the mock-up and finalizing the end result design;
- Selecting colors, images, text style, layout, etc. for the final production;
- Incorporating the changes recommended in the selected design;
- Producing a final layout with exact specifications for typefaces, letter size, & colors;
- Taking a final review of design for any mistakes before printing or publishing them;
- Designing Logos, brochures, leaflets, marketing material, etc.



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### Skills

Ps	Photoshop	90%
W	Wordpress	70%
Ai	Illustrator	90%
Id	Indesign	85%
S	HTML/CSS	85%

### Awards

**2019** - Oceaneering Team Excellence Award – 1<sup>st</sup> Runners-up

**2018** - Oceaneering Individual Excellence Award

**2017** - Oceaneering Individual Excellence Award



### Education

**Masters of Computers Application (2011 - 2014) - 73.25%**

Maharishi Dayanand University

**Specialised Program in Graphics and Animation (2009 - 2010)**

Arena Animation Academy

**Bachelors of Commerce Honours in E Commerce (2006 - 2009) – 70%**

Punjab University

**Secondary Education - Commerce (2005 - 2006) - 79.33%**

GMSSS-35, Chandigarh

**Secondary Education - Commerce (2005 - 2006) - 80.2%**

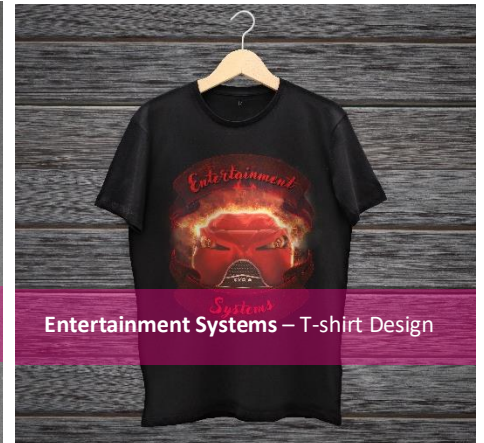
St. Xaviers Senior Secondary School. Chandigarh



### Glimpse of my Work



Go Turn - Logo and Business Card Design



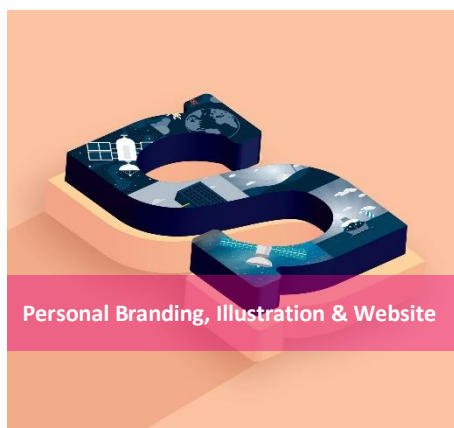
Entertainment Systems – T-shirt Design



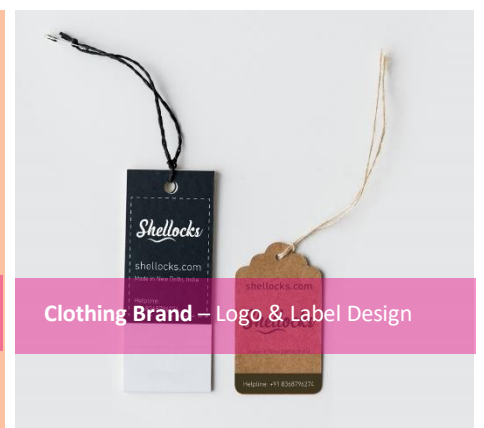
EVO - 6 - T-shirt & Advertisement Design



Channel Divya – Calendar Design



Personal Branding, Illustration & Website



Clothing Brand – Logo & Label Design