SALONI CHOPRA

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Graphic Designer | Visualiser | UI Designer

l9th May, 2020

To whomever it may concern

I am a design professional with almost a decade of experience in the field of digital and graphic artistry. In my current position of Senior Graphic Designer with Oceaneering International, brainstorm product design ideas, construct mock-ups of designs, collaborate with various departments on design development, and tailor final changes to projects. Through my supervision of others, I have been able to develop a cohesive unit that works towards a common goal. My management skills led to greater efficiency and cost reduction while easily meeting deadlines.

I am proficient in various computer programs required in Graphic, Website and UI design such as InDesign, Illustrator, PhotoShop, Adobe XD, Figma, Zeplin, After Effects, Microsoft utilities and others. I value communication and collaboration but I am also an innovator, self-starter, able to begin projects and see them through to completion. I have won a number of design awards for my ingenuity and skill. It would be a thrill to be able to bring my unique abilities to the design and marketing teams of your organization.

Please feel free to contact me on the through any of the above mediums and I look forward to meeting you in the near future.

Thank you in advance for your time and consideration and I look forward to hearing from you.

Saloni

CONTACT

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ABOUT ME

Hi, I am a graphic designer, a visualizer, and a User Interface designer. I hold a Masters of Computer Applications and have almost a decade of experience spanning around Media Industry, IT Company, and Corporate sector.

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EXPERIENCE

Senior 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 of the online and offline work produced for all clients, including brochures, flyers, case studies, posters, icons, banners, t-shirts, presentations;

» Hold weekly or monthly design review meetings with clients to ensure they are satisfied with the work produced;

» Ensuring proper Quality Management System is implemented and followed in the team and helping the rest of the team to take initiative for improving the system;

» Access Team's Work and Quality standards;

» Building new websites and maintaining various WordPress, Sharepoint 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;

» Creating impactful User Experience and User interface.

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;

SKILLS

Adobe Indesign — 90%

Adobe Illustrator — 90%

Adobe Photoshop — 90%

Adobe XD — 75%

Figma — 75%

After Effects — 40%

Wordpress, HTML, CSS — 65%

AWARDS

2020 - Commendation Award - Project Management

2019 - Oceaneering Team Excellence Award – 1st Runners-up

2018 - Oceaneering Individual Excellence Award

2017 - Oceaneering Individual Excellence Award

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» 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;

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

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» 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.