NANCY GAJJAR
GRAPHIC DESIGNER | INTERACTIVE DESIGNER

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Passion for conceptualizing engaging and impactful visual content and creating aesthetically pleasing designs that communicate a message. Creative and detail-oriented Graphic Designer with 4 years of experience in visual design, branding, and UI/UX design. Passionate about creating impactful designs that communicate clear messages and enhance user experience. Proficient in Figma, Sketch, Adobe Photoshop, Adobe Illustrator, and Adobe Premiere Pro, and familiarity with HTML and CSS; enabling the implementation of web design best practices and code formatting standards. Adept at delivering high-quality digital media content as a collaborative team in a fast-paced environment.

TECHNICAL PROFICIENCIES

Programming Languages:	HTML	CSS
Tools & Platforms:	Adobe Creative Cloud (Animate, After Effects, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro, XD)	Canva	InVision	Figma	Sketch	Zeplin	Microsoft Office (Word, Powerpoint, Excel)
Research & Development:	Layout Design	Color Theory	Brand Tones	Web Design	Photography	Print Design	Typography Research	Responsive Designs	UI/UX Research	Usability Testing	User Personas	Consumer Behavior Analysis	Branding Strategies	Design Systems	Prototyping	Wireframing

EXPERIENCE

Remote   01/2023 – Present
Freelance Graphic Designer

- Collaborating with clients from various industries to create custom designs for branding, print design, and marketing materials.
- Successfully managing all phases of design projects, from initial concept to final delivery, ensuring client satisfaction.
- Develop brand identities and visual assets that helped businesses increase and improve their brand recognition.

BAPS Akshardham Robbinsville, NJ   01/2023 – 11/2023
Graphic Designer and On-Site Photographer

- Captured high-quality images of events within the Audio Visual Department, ensuring optimal visuals for the website and social media platforms.
- Performed light photo reformatting and retouching and video editing before content is published to ensure quality and showcase the appropriate messages and event coverage.
- Engaged in productive collaboration with fellow volunteers to generate design content, fostering a creative environment and ensuring cohesive branding and messaging across platforms.
- Compiled diverse media packages to specific event requirements and promotional needs, showcasing versatility in design concepts and aesthetics.
- Created content to promote events using social media platforms, websites, and other means of communication.
- Tailored catalogs and reports to keep track of physical and digital materials.

CSU Fullerton, Office of the Vice President for Student Affairs   03/2021 – 12/2022
Digital Media Designer

- Assisted the Communications Manager in developing a visual media strategy for meeting VPSA promotional goals.
- Performed video production such as editing videos, implementing animations, and finalizing the promotional package.
- Remained up-to-date with latest industry standards, tools, visual design trends.
- Engaged with program participants and community partners through content creation and ideas, while ensuring that communication messages and brand was consistent across all media platforms.
- Attended mandatory staff meetings and gave weekly updates on the content delivered and the current initiatives being worked on.
- Collaborated closely with social media committee team in evaluating and analyzing social media analytics and identified new ways for improvements.
- Aided in researching various departments, such as, CSUF Digital Print Services, IT, CSUF Brand Central, and other relevant departments on campus, and any off-campus media production companies as necessary.
- Helped brainstorm and create effective content for print and digital advertising, posters, banners, flyers, website, social media, and other promotional materials - based on other departments' requests.
- Adhered to the University's style standards on typography, fonts, color palettes, and graphic design requirements.
- Working knowledge of the following technologies: Figma, Zeplin, and InVision.

- Managed multiple projects to meet deadlines and collaborate across various departments with different goals and priorities.

CREATIVE AID - A ConceptZombie Project   01/2022 – 05/2022
Graphic Designer and Project Management Intern

- Based on client requests, created pro bono social media packages and other supporting content like such as Instagram posts, motion graphics, print material, and videos.
- Revitalized, distributed, and presented digital media content and organized customized press release kits.
- Communicated design concepts and ideas to team members, ensuring a shared vision of how the team can contribute to the tasks.
- Identified and resolved any potential blockers during the group project, demonstrating problem-solving skills and adaptability.
- Completed coursework from the planning to execution phase, gaining insights into project life cycles and risk assessments.

TargetMyDesign   04/2020 – 07/2020
Graphic Designer and Project Management Intern

- Created a variety of layouts for landing pages, headers, and slider images using Adobe Photoshop and Illustrator.
- Designed various print materials, online ads, presentations, and email newsletters, ensuring the company standards were met.
- Created iconography for new products the client plans on producing.
- Worked with diverse personalities across the company, managing a busy workflow with multiple projects with tight deadlines.
- Gained an understanding in the knowledge of branding, targeting the appropriate audiences, and researching competitor activities.
- Created visual designs for both digital and offline marketing campaigns and promotional content.
- Established and maintained creative standards/style guides and ensured adherence to those standards.

Elle Branded   09/2019 – 04/2020
Social Media Graphic Designer

- Designed graphics, posters, brochures, advertisements, and social media posts for digital platforms (ie. Instagram, Facebook).
- Maintained start-to-finish ownership of new projects in alignment with clientele's branding guidelines and design requests.
- Developed creative concepts, making recommendations to improve the requirements of the clientele's vision board.
- Gained proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), SharePoint, and Dropbox.
- Participated in brainstorming sessions, concept development, and the execution of design deliverables that align with the strategic goals of our clients and projects.
- Utilized appropriate brand guidelines (typography, color, and other design elements) to ensure brand consistency and differentiation.
- Assisted with the creation of video content for social media channels.
- Managed branding strategies for clients and provided support in terms of advertising and other forms of promotions.
- Researched creative online copy for media galleries and researched content for the company website.

CERTIFICATIONS

- **Google Digital Garage** - *The Fundamentals of Digital Marketing*
- **Google Career Certificate -** *Foundations of UX Design*
- **Codecademy** - *Introduction to UI and UX Courses | Build a Website with HTML, CSS, and Github Pages*
- **LinkedIn** - *Data-Driven Product Research and Design | Accessibility First Design | Figma for UX Design | UX for Web Forms*

EDUCATION
Bachelor of Fine Arts in Graphic and Interactive Design | California State University, Fullerton, Fullerton, CA