

Design is my passion
&
Development is never a challenge!



Who

Neha Aggarwal

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How

Alpha MAYA, Maya Academy of Advanced Cinematics (MAAC)

Design: Photoshop, CorelDraw, InDesign

Web: Wordpress, Dreamweaver, HTML, CSS

Mobile: Responsive Output

Misc: Photography, Fashion design, Interior Design, Display, Jewelry.

Print: Illustration, Books, Brand Development.

Brand Development: Flyer, Brochure, Business Cards, PDF Presentations, Postures, Banners, Print Advertisements, Website Development, Online Promotions, email marketing, SEO.

Why

I have a desire to make things better. With a designer's mind, I am able to notice problems which others might not see, and I passionately seek out solutions for improvement. Innovation is key—having the knowledge of what works, but pushing beyond expected solutions to come up with something even better. I put my heart into my work, and strive for reaching the bigger picture of what can be achieved.

I am a seasoned vet designer in the design industry and is currently using my creativity to bring ideas to life. I have traditional marketing and advertising experience, yet my focus lies in building a brand through Web and Print media from scratch till final delivery (if required). My portfolio showcases a range of exceptionally well-crafted campaigns for national brands in both digital and traditional media.

Where & When

Creative Experience

Jan2011-Till date

Creative Head, Smart design Hut.

Providing my professional coordination, conceptual and production skills of digital layout, pre-press, website planning/design/programming, and knowledgeable management of marketing plans, creative teams and vendors in all aspects of production to help small businesses, agencies, developers and non profit companies with all aspects of producing direct mail, trade shows, flyers, websites, live events, ads

July2009-Dec2010

Team Lead, Dew Infotech.

While encouraging inter-departmental collaboration, I built a team of graphic designers to help strengthen brand recognition through visual consistency and introduction of styleguides. I gave direction and feedback on all design projects, art-directed Creative team projects as needed, worked closely with Marketing and Editorial teams on project briefs and over-arching strategy, helped the Creative team recognize weaknesses and developed plans for improvement.

July2009-Dec2010

Senior Web/Graphics Designer, Bay Infocomm.

I've handled all aspects of design for mobile, web, and print, and have contributed to online design publications. As Graphic Designer, I conceptualized and designed story-driven lookbooks, marketing materials (such as email newsletters, home page graphics, ads, social media graphics, blog and editorial graphics), and designed internal-facing materials as needed.



"This young lady is absolutely AMAZING! I wish I could afford her full-time. I've already told all of my colleagues about how great her work is. I will DEFINATELY rehire her."

"Great work done quickly and with no issues. Would recommend to anyone!"

"She is a great designer. I highly recommend her for designs."

"Neha did a great job. I needed minor changes to my website, and she offered suggestions for visual changes and implemented them once I approved the changes. I am very happy with her work and look forward to hiring her again in the near future."

Education

MBA (Masters of Business Administration) in Marketing.

BCA (Bachelor of Computer Applications)

10+2 Commerce CBSE Board

Achievements

▪ **Web/Graphics Design and Optimization:** Production of web graphics from "start to finish", design of vector graphics for use within web/print industry, reformatting and optimization, corporate identity concepts and integration of designs.

▪ **Illustration and Image Manipulation:** Photographic re-touching and error correction of old/damaged prints and the creation of fantasy images/illusions, photo/image enhancement techniques.

▪ **Business Stationery Construction:** Creation and/or transformation of documents into commonly usable formats (e.g. Adobe PDF, Word documents, EPS format etc.) Examples include: newsletters; printable forms; catalogues; brochures; manuals; logos, personalised/novelty greeting card designs, wall posters, T-shirt designs.

Online Portfolio

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