

I DON'T DESIGN FOR DESIGNERS_

Feny Chhatrala

Graphic & Visual Designer

707.724.1180

chhatralafeny@gmail.com

fenydesigns.net

OBJECTIVE /

To contribute my problem solving and creative thinking skills I am looking forward to working in a collaborative environment, where I may define my overall perspective on design and creativity to find interesting solutions to common problems through design.

EXPERIENCE /

Abbott (2018–2019)

Conceptualizing and executing a wide variety of design solutions for multi-national clients including corporate brochures, banners, posters, stickers, calendar, flyers and product sheets.

Freelance (2015–2018)

Designed identity system including logo mark and brand guidelines. Prepared client presentations, packaging, label design, publication design, website layouts, mock up material for clients.

Admiracle advertising (2014–2015)

Illustrated branding concept by designing layout regarding arrangement, type size and style, and related aesthetic concepts. Utilized leading design software and technologies for branding material such as flyers, business cards, letterheads, etc.

DonutHost (2014)

Created the master template for the interface and designed customized solutions for clients including site map and wire frames. Initiated concept for digital experiences for a website by conducting in-depth user interviews and research to create personas that provided data for the project.

Fiona boutique (2012–2013)

Conceptualized and designed brand identity including logo, icons, flyers, and other digital and print materials. Developed and designed multi-platform graphics for social media (i.e Twitter and Facebook)

EDUCATION /

Academy of Art University, San Francisco
MA in Graphic Design and Digital Media
(2015–2018)

Amity University, New Delhi, India
BFA in Graphic Design and applied arts
(2010–2014)

SKILLS /

Adobe Creative Suite, (InDesign, After Effects, Photoshop, Illustrator, Lightroom, Premiere Pro, Dreamweaver, XD) Sketch, Invision, Balsamic

EXPERTISE /

Branding, Typography, Layout Design, Illustration, Print Production, Packaging Design, Animation, Motion Graphics, Sketching, Photography - DSLR, Digital Design, Print Materials, Publication, Interactive Design and Web Design.

ATTRIBUTES /

Fast Learner, Dedicated, Motivated, Organized, Hard Worker, Flexible.

LANGUAGES /

English, Hindi, Gujarati

REFERENCES /

Furnished upon request.