

nancy gajjar

www.nancygajjar.com

GRAPHIC AND INTERACTIVE DESIGNER

I have a passion for conceptualizing engaging and impactful visual content, as well as creating aesthetically pleasing designs that communicate a message.

CONTACT

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linkedin.com/in/nancy-gajjar

EXPERIENCE

Graphic Designer and On-Site Photographer | Jan 2023 - October 2023

BAPS Swaminarayan Akshardham

- Captured high-quality images of events within the Audio Visual Department, ensuring optimal visuals for website reaching international platforms
- Edited and reviewed photo content using Adobe Creative Cloud software
- Identified and addressed deficiencies in the organization's website, implementing solutions to enhance user experience and navigation efficiency, thereby improving overall website performance and usability
- Engaged in productive collaboration with fellow volunteers to generate innovative design-related content, fostering a creative environment and ensuring cohesive branding across media platforms
- Compiled diverse media packages to specific event requirements and promotional needs, showcasing versatility in design concepts and aesthetics
- Tailored catalogues and reports to keep track of physical and digital materials

Digital Media Designer | Mar 2021 - Dec 2022

Cal State Fullerton, Office of the Vice President of Student Affairs

- Performed video production such as editing video, implementing animations, and finalizing the promotional packaging associated to the VPSA Department
- Curated educational content to promote events using social media platforms, websites, and other campus publications
- Attended mandatory staff meetings to give weekly updates on the content delivered and the current initiatives being worked on
- Adhered to University's style standards on typography, fonts, color palettes, and graphic design requirements and drafted new web templates that were accessible for users across campus

Designer and Project Management Intern | Jan 2022 - May 2022

CREATIVE AID - A ConceptZombie Project

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

Digital Media Design Intern | Apr 2020 - July 2020

TargetMyDesign

- Developed visual assets and layouts for landing pages, headers, and slider images using Adobe Photoshop and Adobe Illustrator
- Designed various print materials, online ads, presentations, and emails newsletters, ensuring that the company's high standards and requirements were met
- Adapted to changing design requirements and feedback, ensuring timely adjustments for improved project outcomes
- Produced web design solutions through wireframes, storyboards, and prototypes
- Created and edited visually striking assets for social media posts, advertisements, and other marketing materials

EDUCATION

Bachelor of Fine Arts, Graphic and Interactive Design

June 2023

Cal State University, Fullerton

SKILLS

Tools and Platforms

Adobe Creative Cloud

Figma

Procreate (for iPad)

Miro

Jira

Slack

Research and Development

User Experience Design

Wireframing

Rapid Prototyping

Interactive Design

Color Theory

Typography

Branding/Illustration

Logo/Packaging Design

Web Accessibility

CERTIFICATIONS

Google Digital Garage

The Fundamentals of Digital Marketing

Google Career Certificate

Foundation of UX Design

Codecademy

Introduction to UI/UX Website Building (HTML, CSS, GitHub Pages)

LinkedIn Learning

Data-Driven Product Research and Design

Accessibility-First Design

Figma for UX Design

UX for Web Forms