

# PORTFOLIO



PRINT | WEB | MOBILE | VIDEOS | GRAPHIC DESIGN

Graphic Designer with **16+** years of Experience. During my tenure with my present and previous employers, I had the opportunity to develop and hone my skills in different areas of designing; i.e. Print, Mobile, Web.

*Proficient in creating visual concepts, including the overall layout and production design for web pages, brochures, logos, books, magazine covers, advertisements, and other communication materials.*



## SOFT SKILLS

CREATIVITY

COMMUNICATION

TIME MANAGEMENT

PROBLEM SOLVING

PLANNING

LEADERSHIP

TEAMWORK



## EDUCATION

- Pursuing Masters in Advertising and Graphic Design from WLCI, Bangalore
- PGDBM from IMT, Ghaziabad through DLP.
- Masters of Web from Combit Advertising Networks Limited, Noida
- Diploma in Multimedia and Animation from Cabba Innovatives, New Delhi
- Bachelor of Arts from Delhi University.
- Two Years Dipploma in Textile Designing from South Delhi Polytechnic, New Delhi.

## WORK EXPERIENCE



### **Freelance Graphic Design-**

*Jul 2014- till present*

Leverage rebranding expertise in enhancing client's corporate images to ensure profitability and business growth. Conceptualized logo design, videos, websites, mobile apps and social media channels to promote product brands.



### **ANG Industries**

*May 2005- June 2014*

Created corporate brands by designing cohesive visual styles across elements such as Brochures, Leaflets, Banners, Annual Reports, Websites, Dangers, Calendars, Invitation cards, CD covers and Corporate Presentations.

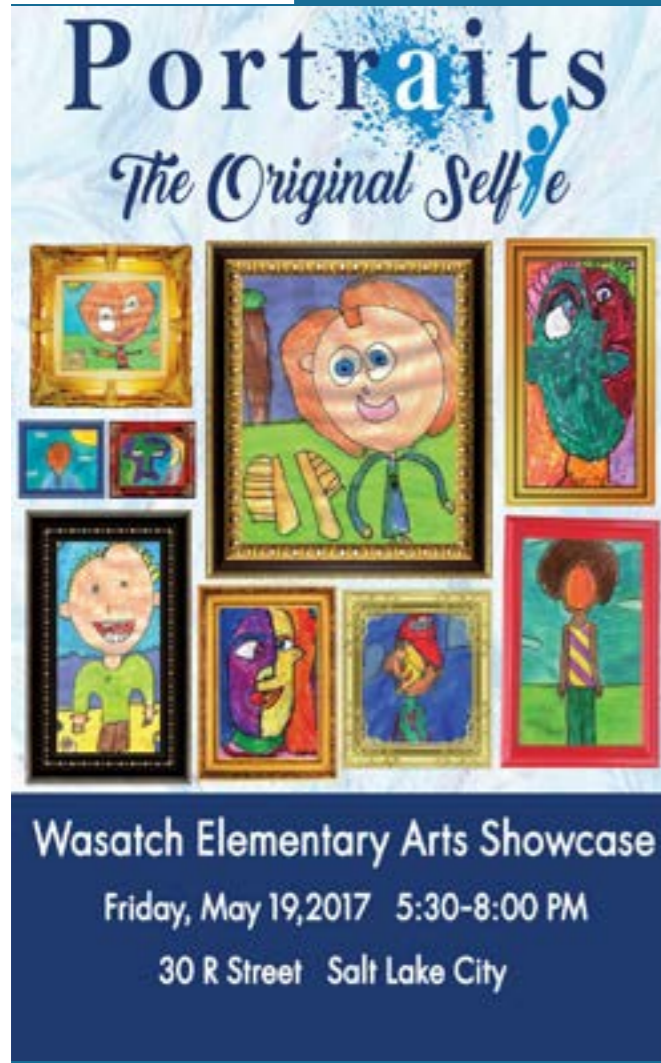


### **Handygo Technologies Pvt**

*Jan 2003- Apr 2005*

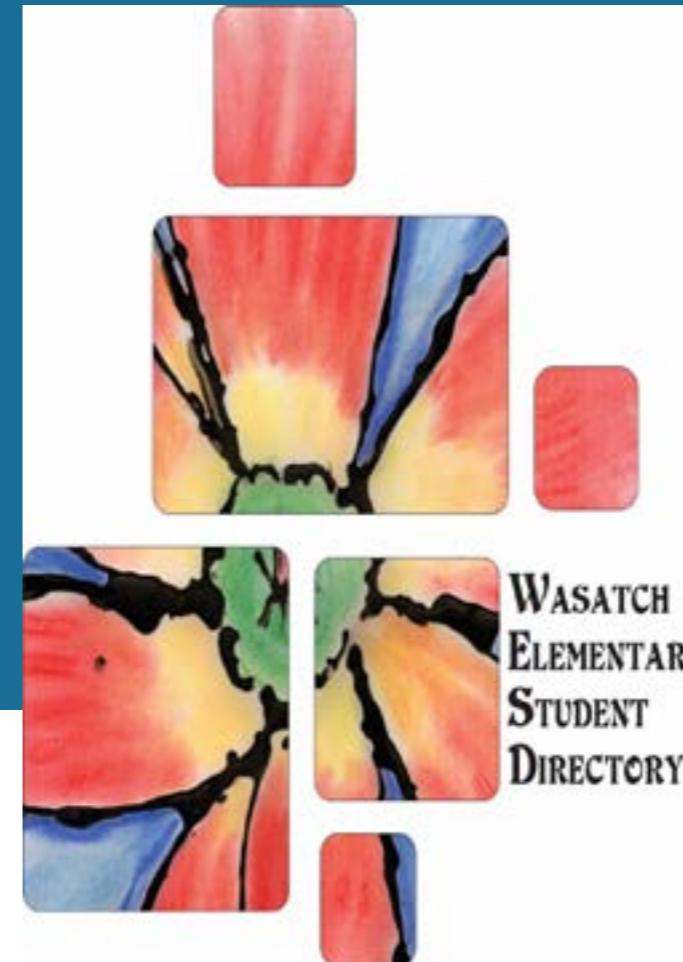
Created core game features including storylines, reactions and player biographies, Graphics, for 2D Mobile Games. Design vital visual elements, layouts, graphics and interfaces to reflect storyboards.

# Wasatch Elementary School, Salt Lake City, Utah, USA



## Wasatch Elementary School, USA

One of the most defining elements of Wasatch Elementary School, Salt Lake City, Utah, is their focus on Fine Arts. Their focus on the arts allows them to conduct Fund Raising Art Showcase Event every year at school.



Wasatch Elementary School

### ART SHOWCASE EVENT

Created logo and designed advertisements to promote the Art Showcase event of Wasatch Elementary School, which captured the significance of School's mission and commitment to the arts (Received letter of recommendation from principal)



# CXO Branding

Creating CXO Stories

CXO Brand PROFILING - Personal Brand Definition experts for CXO's Vice Presidents, General Managers, National Heads. Creating professional work-profiles, be it CV, Resume, Cover letters or Biographies for that matter.

Designed CV/Resumes for top three tiers of corporate set-up who are already working in leadership positions in apparel, telecom, manufacturing, consumer durables, retail, IT industry etc.

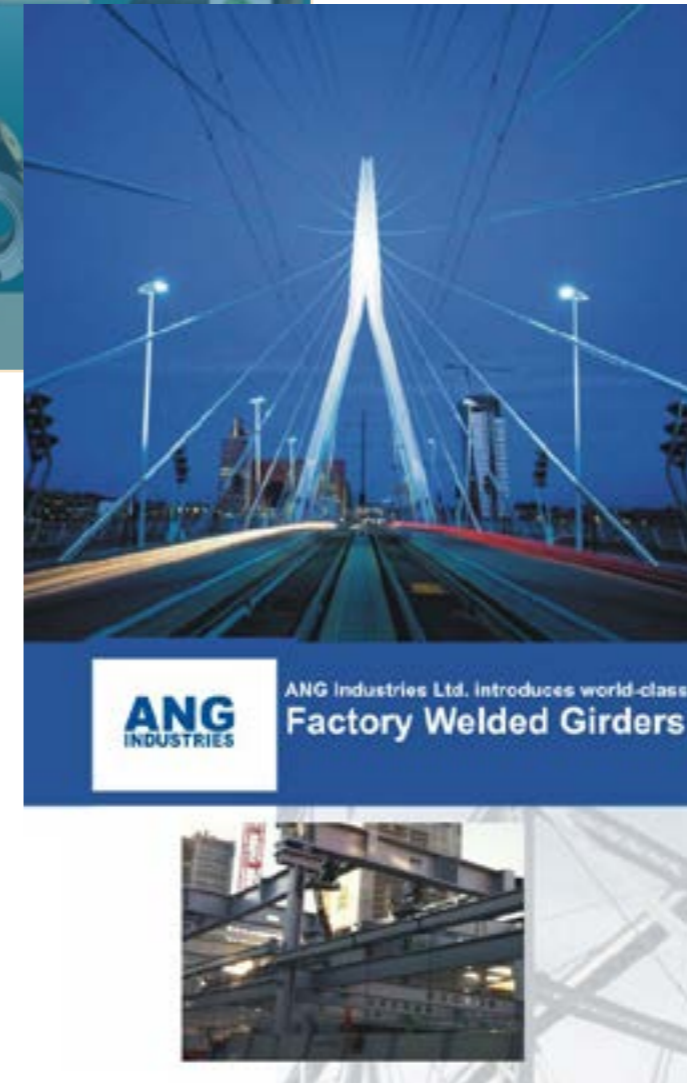


# ANG Industries Limited- Work



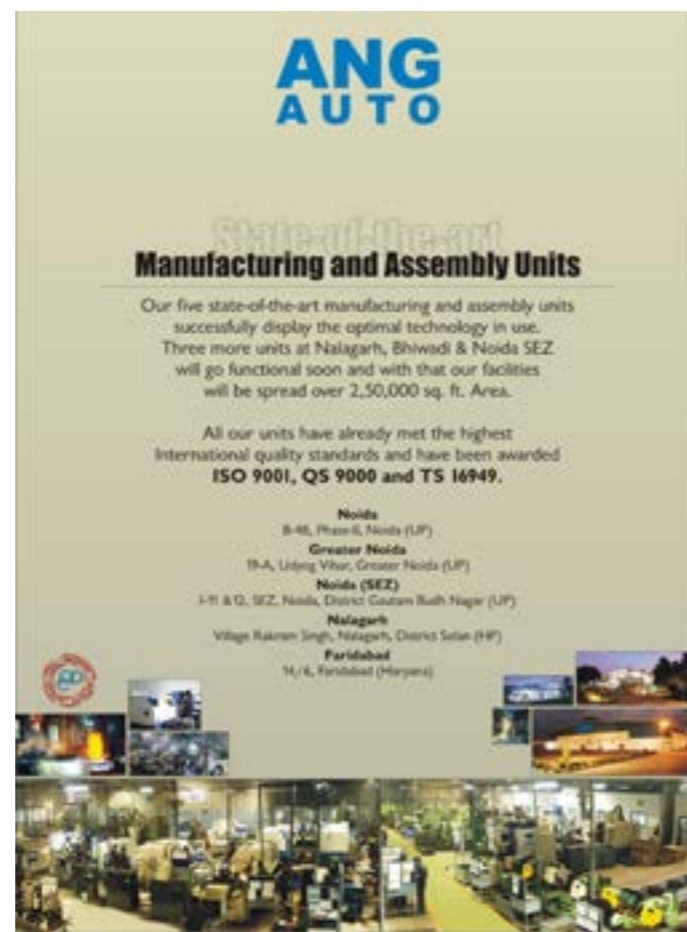
Was involved in HR, Admin and Design Department

Successfully translated subject matter into concrete design for newsletters, promotional materials and sales collateral. Created design theme and graphics for marketing and sales presentations and corporate websites.



## About ANG

A diversified engineering and manufacturing company with interest in Heavy Structural Fabrication, Tractor Trailers, Specialised Containers and Automotive Components for Heavy Commercial Vehicles.



# HANDYGO TECHNOLOGIES PVT. LTD.

Handygo Technologies Pvt. Ltd is a leading software & service provider in the wireless telephony space which offers value added services (VAS), mobile entertainment and content across video, messaging, Interactive Voice Response (IVR) and Wireless Application Protocol (WAP) platforms.

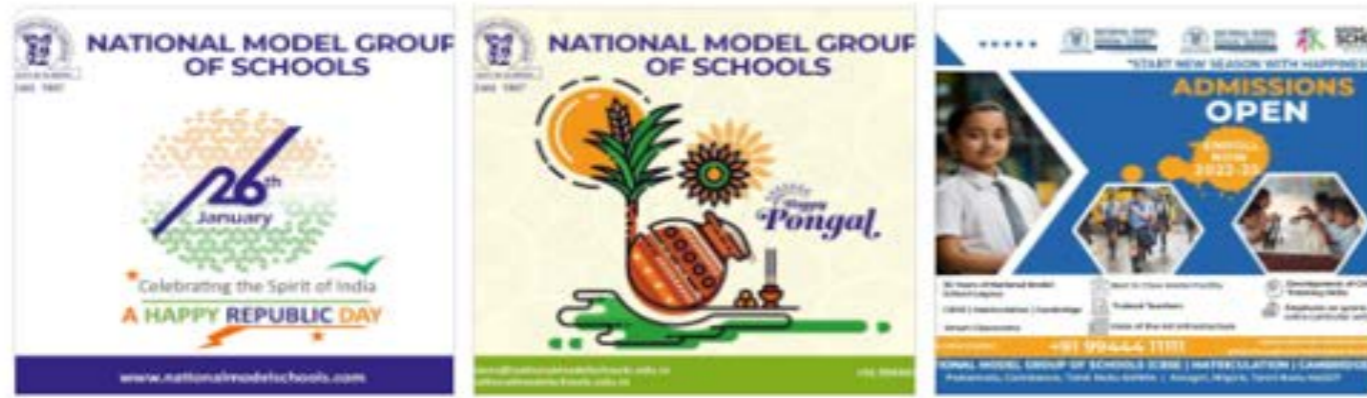
In the entertainment segment, the mobile VAS major provides downloads, songs, games, wallpapers and videos



Collaborated with developers and product management team to assess project outcomes and prioritize future app features

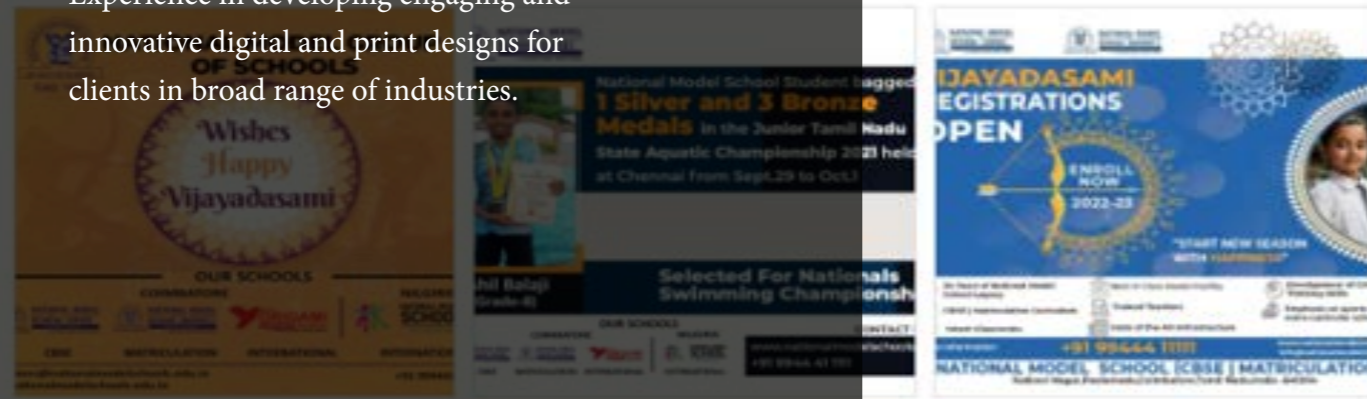
Designed vital visual elements, layouts and interfaces to reflect storyboards. Graphics, for 2D Mobile Games.





# Other Project Work

Experience in developing engaging and innovative digital and print designs for clients in broad range of industries.



## Social Media Posts

Maintained strong social media and brand presence across Twitter, Facebook and Instagram Platforms



## Visual Aid for Pharmaceutical Industry

Designed Visual Aid Pages for a Pharmaceutical company.



# Banners for Promotion of Skin Products



**NEW PRODUCT**

**BUY 1 GET 1 FREE**

**MAN ARDEN**

**NEW PREMIUM SHAVING BRUSH WITH EXTRA SOFT BRISTLES**

Evolutionary Bristles work underneath follicles to offer the cleanest & closest shave possible

Right Leather Formation  
Extra Soft Bristles  
Effortless Shaving Experience  
Fine Grip



**MAN ARDEN**

**Neem SKIN CARE RANGE**

**Shop Now**

Restore healthy skin & enhance your complexion with nourishing products carefully crafted for men.



**THE TIMES OF INDIA**

WEDNESDAY, JUNE 24, 2015

**STRATOLAUNCH PLANE MAKES FIRST FLIGHT**

Can Launch Satellites from Space

**KATHERINE BOUMAN THE SCIENTIST WHO HELPED WORLD SEE THE BLACK HOLE !!**

**How Serious is India's Water Crisis This Season?**

**NASA PLANS ASTRONAUTS ON MARS BY 2025**



**EDITORIAL DESIGN**

The essence of a publication depends on the quality of its editorial design and layout. This is the art of presenting information in a clear, concise and visually appealing manner.

**LOST SPACE**

**THE ROLLING STONES INTERVIEW WITH DAVID LYONS**

## EDITORIALS

Designed for my assignment for the course - Masters in Advertising and Graphic Design - WLCI Bangalore



## PROFESSIONAL SUMMARY

Excel at web platform development, desktop publishing, computer aided design, and video creation and editing software programs. Managed multiple projects simultaneously. Excellent communicator able to work as part of a team or as the sole designer.

# CONTACT DETAILS

Location: Bangalore

LinkedIn

<https://www.linkedin.com/in/rooma-srivastava-11548353/>

Facebook

<https://www.facebook.com/Freelance-Graphic-Designer-106702117686935>

Phone No.

+91 9916073862

Email id

[srivastava.ruma@gmail.com](mailto:srivastava.ruma@gmail.com)