

VIDYA DEEPAK PRINT & INTERACTIVE DESIGNER

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EDUCATION

New York, NY, USA
2014-Present

BS, Digital Communications & Media
NYU, SCPS

New York, NY, USA
May 2013

AOS, Digital Design & Interactive Media
Pratt Institute, NYC
Graduated with highest honors.

New York, NY, USA
2010

Certificate Course in Graphic Design
Shillington School of Graphic Design LLC, NYC

Mumbai, India
1997-2000

Diploma in Applied Arts
L.S. Raheja School of Arts

PROFESSIONAL EXPERIENCE

Internships

Moment, NYC, February 2014 - May 2014
Graphic Design Intern

Fahrenheit 212, NYC, December 2013 - February 2014
Design Intern

Sequel Media Group, NYC, August 2013 - November 2013
Design Intern

Sears Holdings Design Office, NYC, June 2013 - August 2013
Graphic Design Intern

Previous Experience

Edelman, Mumbai, India, 2006–2007
Assistant Art Director

Managed and coordinated design production from concept through completion, providing design solutions to meet diverse client needs.

Created highly persuasive pitch presentations, resulting consistently in new-client acquisitions, often receiving a special mention from prospective clients.

Worked on brands such as Visa International, Budweiser, Colgate, Starbucks, International Business Wales, DHL, GE, Merck, Lee Cooper, American School of Bombay, AT Kearney, Vedanta etc.

Key Achievement

The STARBUCKS RFP - Deviating from the norm of the “bullet-pointed” RFP, I reworked the format into a tabloid, just like the one you would find a customer browsing through in a starbucks outlet. The document which went on to be recognized throughout the Edelman global network, also earned me a reward and personal recognition from Alan Vandermolen – President, Asia Pacific – Edelman.

Dr. Batra's, Mumbai, India, 2004–2006
Senior Designer

Successfully translated subject matter into design for newsletters, promotional materials & sales collateral.

Developed effective advertising campaigns; consistently meeting tight budgetary and scheduling challenges.

Key Achievement

Repositioning the company's former image for publishing crude before/after adverts, with a fresh unified brand identity, I developed ad campaigns that not only readily achieved business requirements but successfully attracted an entirely new demographic. The experience also provided me with the opportunity to develop my aptitude and skill sets as a copywriter. My initiative fetched me the company award for outstanding performance.

Printania Design Services, Mumbai, India, 2001–2004

Senior Designer

Developed original designs and prepared layouts from client-supplied visuals, samples, and sketches, producing effective final products, delivered on time and within budget.

Collaborated with clients to create vision, conceive designs, and consistently meet deadlines and requirements.

Worked on brands such as HPCL, LIC, German Remedies, Wyeth, UTI Securities, ICICI, Novartis etc.

Key Achievement

One of the few team members to have worked independently on more than five major accounts at one time.

Wilson Greetings, Mumbai, India, 2000-2001

Designer

Essential member of the team working on concept based and innovative Greeting Cards.

Key Achievement

The only designer on the team with the most number of card reprints.

SKILLS

A keen eye for detail / Ideation and Concept generation / A strong understanding of User Experience Design / Growing knowledge of HTML & CSS / Familiarity with Javascript and PHP

Software

Adobe InDesign, Illustrator, Photoshop, Macromedia Flash, Adobe Premier, AfterEffects, Maya, Dreamweaver.

References will be provided on request.