

MIHIR MAHESH DESAI

74/ Mahavirkrupa App., MaharanaPratap Road, Bhayander (W), Dist. – Thane 401101

Contact: mihir_desai0192@yahoo.com

mihir.paraslab@gmail.com

M: 09619262139



PERFORMANCE SUMMARY:

Highly creative, versatile and multitalented Graphic Designer with profound ability to increase client satisfaction by developing contemporary state of art computerized graphic visuals. Strong communicator with expertise in presentation, design development and layout enhancement, apt at understanding the client's requirements and grasping what needs to be done.

A consistent track record of 5 plus years of rich experience in-Designing (Graphic) & Communication to meet specific commercial or promotional needs from designing **ATL & BTL** campaigns to specific needs including packaging, displays & logos.

SOFTWARE EXPERTISE:

- PHOTOSHOP
 - CORALDRAW
 - SOUNDFORGE
 - ILLUSTRATOR
 - INDESIGN
 - TALLY
- Proven ability of predicting latest industry trends and able to translate them back into bottom line.
 - extremely innovative individual: Able to produce extraordinary design and product innovation.
 - Good communicator: Able to understand design briefs.
 - Able to multi task to ensure customer requirements are met.

GRAPHIC DESIGNING EXPERIENCE

FREELANCING WORK,

Senior Graphic Design Specialist with 6+ years of experience in the management of the complete design process, from conceptualization to delivery. Expert at interdepartmental coordination and communication. Skilled with Adobe Creative Suite (Illustrator, Photoshop, Coral draw) Microsoft Office, Excel

Able to stretch the boundaries of web design and digital storytelling to help my client's brands stand out. Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) and guaranteed that they exceeded the expectations of our clients.

Creative experience in the following:

Print | Brochures & Newsletters | Logos & Business Cards | Posters & Post Cards | Stationery

Experience in the following:- (Freelancing Work)

Paras Pathology Laboratory | Dr. Dalal's Dental Care | Niki's Trunk
Friend's Foundation Group | The Beatale Hotel | Aavahan Collection-Nx | Essel Group
Dr. Neha's Re-Balance | Top's Security | Radhelmpex

PARAS PATHOLOGY LLP

DURATION- Jan 2016 to current

TITLE- EXECUTIVE (Graphic / IT / Tally)

Key Responsibilities:

- Creation of Vouchers on daily bases.
- Maintain daily expenses of office & site.
- Handle daily cash & maintain cash book.
- Maintain accounting work in tally ERP 9
- Salary checking of all employees.
- Compile and generate spreadsheets capturing key data related to company
- Manage spreadsheets and maintain data currency to ensure accurate data reporting
- Create designs, concepts, and sample layouts based on experience knowledge of layout principles and esthetic design concepts based on the brief
- Coordination with software related issue resolve
 - a. Storage space optimization.
 - b. Speed of data transfer/server use
 - c. Security from virus and hacking attempts.
 - d. Checkpoint for access with anydesk, and other such softwares.
 - e. Unused/unnecessary tabs in software to be removed
 - f. Error notifications should be loud and clear, to draw attention
 - g. Appointment schedule, with name of phlebotomist, address and time block

Mobile App

- h. Homepage TABS: Admin, Patient Log-in, Doctors Log-in, Centre Log-in, Appointment Schedule, Tests & Profiles, Marketing/Notifications, Location/Contact us, "Help" should be changed to "About Us".
- i. Admin Log-in tabs:
- j. Patient Log-intabs: Own Details, Reports, Appointment Schedule, Feedback Form
Appointment Schedule: should only ask for preferable time, and confirm other details including address, with option to edit. After finishing, notify a call back to confirm home collection.
- k. Doctor Log-in Tabs

PENINSULA LAND LTD , Mumbai

DURATION- March 2016

TITLE- EXECUTIVE (Graphic Designer)

Campaign concept designing ATL & BTL campaign. Worked on luxury & mid-size projects. Worked on standalone assignments from logo creation, newsletters, e-mailers, customer loyalty programs & works

Key Responsibilities:

- Involved in BTL campaign designing from concept creation stage to the execution the design layout
- Create designs, concepts, and sample layouts based on experience knowledge of layout principles and esthetic design concepts based on the brief from project managers
- Determine size and arrangement of illustrative material and copy, and select style and size of type.
- Develop graphics and layouts for product illustrations, company logos, and Internet websites graphics.
- Review final layouts and suggest improvements as needed. (Co-ordination with the advertising agency at times with assistance from various project manager
- Prepare illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes.
- Worked on various adaption of campaign on different medium for instance adaption of main campaign to BTL elements like e-mailer / leaflets & so on

Worked on:

7 active residential projects : ATL elements: Print Ads, E-mailers, Online (Web-banners), Hoardings
BTL elements: Stall Designing, Leaflets/Flyers/Brochure/Newsletter, Logo designing

RNA CORP, Mumbai

DURATION- March 2012 to 2015

TITLE- Graphic Designer

Campaignconcept designingATL& BTL campaign. Worked on luxury & mid-size projects. Worked on standalone assignments from logo creation, newsletters, e-mailers, customer loyalty programs & works

Key Responsibilities:

- Involved in BTL campaign designing from concept creation stage to the execution the design layout
- Create designs, concepts, and sample layouts based on experience knowledge of layout principles and esthetic design concepts based on the brief from project managers
- Determine size and arrangement of illustrative material and copy, and select style and size of type.

Jai Bharti Arts, Mumbai

Prepare illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes.

ACADEMIC QUALIFICATIONS

- 2007 **Arena Animation Multimedia**
Graphic & Animation Course
Andheri(W), Mumbai (India)
- 2006 **H.S.C**
Gujarat University, India
- 2004 **S.S.C**
Gujarat University, India

REFERENCES

Available On Request