

Profile

Web and Graphic Designer with over 15 years of experience in creating visually compelling and user-centric digital and print content. Adept at blending creativity with technical proficiency to deliver high-quality design solutions that align with brand guidelines and enhance user experiences. Proven track record in collaborating with cross-functional teams, managing multiple projects, and driving brand visibility through innovative design strategies. Proficient in industry-standard design software and web development technologies, with a keen eye for detail and a passion for staying updated with the latest design trends.

Skills/Achievements

- Visual Design
- Adobe Creative Suite
- Video Editing
- Animation Techniques
- Knowledge of Printing
- Web Design
- HTML and CSS Coding
- Responsive design
- Website optimization
- Visual Presentation
- UI and UX Design
- Wireframing /Prototyping
- SEO / Social Media
- Adaptability & Continuous Learning
- Collaboration and Teamwork

Professional Experience

MERITO

July 2024 – Till Date

Sr. Graphic Designer

Working under the Hon'ble Minister of Skills, Employment, Entrepreneurship and Innovation Govt of Maharashtra on their new Scheme Mukhyamantri Yuva Karya Prashikshan Yojana (CMYKPY) and Mukhyamantri Yojan Doot. Collaborated with the team to design and develop promotional materials, Logo, including corporate stationery, brochures, leaflets, posters, print collaterals for special events and presentations. Also designing creatives for social media campaigns. Ensuring all designs adhered to brand guidelines, maintaining brand consistency across all materials.

MRIDC-MAHARAIL

Oct 2018 – May 2024

Executive (Web and Graphic Designer)

MRIDC (MahaRail) is a JV of Government of Maharashtra and Ministry of Railways, it aims to boost Rail Infrastructure within the state on Co-operative federalism. As the company is implementing various Rail Line, Road Over Bridges & Road Under Bridges projects to eliminate Railway gates in the state.

Responsibilities:

- **Website Design (www.maharail.com) :**
 - Designing the User interface, and the visuals of a website layouts, navigation elements, animations, and graphic elements with responsiveness. Made layout changes and updated content on web pages, Optimizing website performance. Ensured accuracy of website content and graphics using HTML, CSS, PHP, and JavaScript/jQuery.
 - Implemented a new SEO strategy resulting in a increasing website visitors from 0 to 300,000 in organic search traffic and a 30% increase in keyword ranking.
 - Utilized Google Analytics to track and report on website performance metrics.
- **Graphic Design & Promotional Material:** Collaborated with the PRO Team to design and develop promotional materials, including corporate stationery, newsletters, brochures, leaflets, New Year wall and desk calendars, mailers, exhibition materials, gifts, annual reports, posters, print collaterals for special events, and company presentations. Ensured all designs adhered to brand guidelines, maintaining brand consistency across all materials.

- **Video Production:** Utilized tools such as Wondershare Filmora, After Effects, and Premiere Pro to edit videos. Collaborated with the 3D Design team to develop videos, adding animations, music, interviews, sound clips, and other elements.
- **Event Participation & Design:** Participated in corporate events to conceptualize and create digital and print content aligned with event themes and objectives, including Posters, Invitations, Newspaper Advertisements, Back Stage Screen Presentation, Artwork and Video.
- **Project Presentations:** Designed and executed railway project power point presentations for railway officials across all zones of Maharashtra, the Railway Board in New Delhi, and various ministries and departments. Utilized Adobe Photoshop, Illustrator, and InDesign to create slides and edit visual assets such as graphs, charts, maps, diagrams, and infographics. These efforts led to a significant increase in Road Over Bridge (ROB) projects from 35 to over 160, and a notable rise in overall railway projects, marking a great achievement by the MRIDC team.
- **Social Media Campaigns:** Developed and executed creative social media campaigns that increased brand engagement by 30% and follower growth by 50% over one year, ensuring all content adhered to strict brand guidelines.
- **Digital Project Boards Management:** Managed digital project boards at different site locations to enhance company brand visibility.
- **Vendor & Agency Management:** Coordinated with various agencies, including creative and digital marketing agencies, printers, and other vendor partners, resulting in a 20% cost savings.

SAMARTH DIGITECH
Web and Graphic Designer

June 2016 – Sep 2018

- Plan and design layouts for web pages and graphics for both static and dynamic websites, ensuring an engaging and consistent user experience.
- Create wireframes, storyboards, user flows, process flows, and site maps to effectively communicate interaction and design ideas.
- Design graphic user interfaces for web-based projects, including dashboards, menus, tabs, and widgets, bringing simplicity and user-friendliness to complex designs.
- Develop UI mockups and prototypes that clearly illustrate how sites and applications function.
- Conduct user research and evaluate user feedback to refine and improve designs.

GETIT INFOSERVICES PVT. LTD.
Assistant Manger

June 2012 – June 2016

- Developed classified pages for Yellow Pages book in Calligram Directory Pagination software and sending the file to production team and co-ordinate with them for correction.
- Creating and sending files to press and co-ordinate with press for printing.

INFOMEDIA 18 LTD. (Formerly know as Tata Press)
Sr. Graphic Designer

Dec 2000 - May 2012

Network18 group which is one of India's largest media companies with interests in television, internet, filmed entertainment, e-commerce, magazines, mobile content & allied businesses. India's leading business, general and news channels such as CNBC-TV18, CNN-IBN, CNBC Awaaz, IBN7 and IBN-Lokmat amongst others are all part of the same group

- **Tata Press Yellow Pages, State Industries Dir., Construction & Interior Design Dir.**
 - **Directory Production:** Managed the production of 25 directories (Yellow Pages, State Industries Directory, Construction & Interior Design Directory) across multiple cities in India, ensuring timely 100% completion of printing.
 - **Product and Ad Design:** Designed high-value advertisements, covers, spines, and gatefold covers for various directories and exhibition catalogues resulting in a 50% annual increase in revenue

- **Information Pages Layout:** Oversaw design, data flow, and layout of information pages, ensuring data accuracy and consistency by coordinating with all over India 25 branch heads.
- **Printing Press Coordination:** Prepared and sent files to press, managed bleed size, spine size, cutting, file reaping, color correction, and resolved offset printing related issues resulting in a 15% reduction in reprinting costs.
- **Annual Report** Designed cover and supervised production and printing of Infomedia Ltd.'s Annual Report in coordination with the Accounts Department.
- **City Guide** (The Complete Travel Guide for Mumbai, Jaipur) Designed monthly covers, editorials, advertisements, brochures, maps, and other promotional material Pagination, Supervised pagination and production until the final printing stage.
- **India HQ**
Led design and production of the Business Directory for India HQ Solution, Inc., serving 90% of the South Asian population in North America through 15 print directories and local websites. Coordinated with vendors and clients.
- **Interactive Yellow Pages on CD**
Developed interactive CD versions of Yellow Pages and Indian Exporters Pages using Flash and HTML, distributed nationwide with the print edition resulting in a 15% increase in readership.

CANDID COMPUTER COLUMNS PVT.LTD.
DTP Operator

Oct. 1999 – Dec. 2000

Weekly Magazine in Maharashtra & Goa, Fortnightly in Delhi, Tamil Nadu, Andhra Pradesh, Gujarat, Karnataka, West Bengal, Madhya Pradesh specially designed for Distributors & Dealers of IT Industry.

- Designing layout of Advertisement, Page Layout Design. Knowledge of printing processing like making positives then pasting of positive, making of plates two colors & 4 colors pages for printing.

Software Expertise

- **Graphic Design Applications** Skilled with Adobe Creative Suite CC (InDesign, Page Maker, Illustrator, Photoshop) Corel Draw, Microsoft Office Canva, Poster My Wall (online design Tools) .
- **Video Editing Tools** Intermediate knowledge of video editing tools such as After Effects, Wondershare Filmora, Premiere Pro etc .
- **Web Design Applications** Experienced in using Bootstrap framework for building responsive and mobile-first websites, Proficient in HTML, CSS, JavaScript, content management system like WordPress, Balsamiq tool use for low-fidelity UI wireframing, Experience with Adobe XD, Figma,

Personal Information

Education: B.com

Diploma: Diploma in Print Engineering (from Institute of Printing Technology & Research in 2008)

Certificate: UI/UX for Beginners on April 2024 by Great Learning Academy,

AI Tool Workshop (attend on date 26th May 2024)

Linkedin Profile : <https://www.linkedin.com/in/jaywant-sawant-99b57b32/>

Portfolio Link : <https://jaysawant.000webhostapp.com/>