



Heyla Soni

Senior Graphic Designer

Profile

Highly creative and multitalented Graphic & Web Designer with 10+ Years extensive experience in multimedia, marketing, and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining "win-win" partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

Employment History

GRAPHIC DESIGNER at ACOEM, Vadodara

April 2021 — May 2023

Responsible for creating graphics & branding material for Acom offices across Globe Including India, Australia, France, UK & US
Developing Videos ,2D animations & Exhibitions booth designing as per the company needs
Created design theme and graphics for marketing and sales presentations, training videos and corporate websites.
Participated in production of print and promotional items for key clients under direction of Marketing Department
Communicate with stakeholders about layout & design
Maintaining a quality check on all pieces.
Collaborated with cross-functional teams to ensure designs met business objectives
Developed creative solutions to complex design challenges
Adapted design concepts to different media formats, including web, social media, print, and videos
Created a series of illustrations that increased customer understanding of complex concepts by 55%
Created a comprehensive style guide that standardized the design and branding of all company materials
Developed a range of marketing materials, including brochures, flyers, and presentations, resulting in improved customer engagement

SENIOR GRAPHIC DESIGNER at SIDDHI PLASTIC INDUSTRIES,

February 2016 — January 2021

Concepted and designed logos, websites, infographics, social media campaigns, and online advertisements and banners to support company marketing objectives
Supervise 2 junior graphic designers and provide feedbacks on design briefs & collateral
Created a comprehensive style guide that standardized the design and branding of all company materials
Designed a brand identity system that included logo, website, and social media assets that increased brand recognition.

PRODUCTION DESIGNER at vistaprint, Ahmedabad

August 2014 — January 2016

I joined the organization as Production Artist and after 4 months was part

Details

Vadodara, India,

98795 75828

heylasoni2012@gmail.com

Nationality

Indian

Links

[Portfolio](#)

Skills

Adobe After Effects

Adobe Premiere Pro

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Multimedia

CANVA

AUTOCAD

AUTODESK MAYA

AUTODESK MAX

UNITY

WORDPRESS

HTML/CSS

JAVASCRIPT

REVIT

ADOBE LIGHTROOM

Languages

English

of Problem Management team, where Developed new art-proofing system that increased overall quality of production and improved customer satisfaction by 97%.

Supporting and managing 3 workflows for company designing (Embroidery, Brilliant finishes, Columbus Screen Printing).

Got promotion in just 1 year as Production Designer and moved to Assessment team to perform Quality checks on about 100+ Graphics Designers daily designs.

Earned several awards for providing graphic design support

Consistently recognized for fresh and innovative ideas and applications.

WEB DEVELOPER at ME&MY TECH, Vadodara

January 2013 — November 2013

Responsible for Programming and implementing technical and design documents for CMS Sites

Developing design and implementing Client Websites

Troubleshooting technical issues.

Optimized web page loading times by 80%, improving user experience and engagement

❖ Education

BSC. Architectural Interior Designing., ,

Professional Diploma in Game Programming & Designing., ,