



Heyla Soni

Senior Graphic Designer

Profile

Highly creative and multitasking 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 GRAHIC 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

heylassoni2012@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 LIGHROOM

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., ,