

Smit Machhi

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OBJECTIVE

Experienced Graphic Designer seeking to utilize exceptional problem-solving skills and extensive design expertise to drive success and innovation at a forward-thinking organization.

CORE COMPETENCIES

- Proven ability to effectively analyze and solve problems,
- Strong visual design skills
- Proficiency in design software such as Adobe Creative Suite
- Experience in layout and typography
- Understanding of print production processes
- Strong attention to detail and ability to spot errors
- Understanding of color theory and ability to create effective color palettes
- Ability to work under tight deadlines and manage multiple projects simultaneously
- Familiarity with techniques used in creating and promoting a brand
- Knowledge of web design and UI/UX principles

EDUCATION

Gujarat Technological University

Diploma, Computer Engineering

- 3.2/4.0 GPA
- Solo-developed a multiplayer game and graduated with honors

Mar. 2017 – Sept. 2020

Vadodara, GJ

WORK EXPERIENCE

MYINFOPIE

Senior Graphic Designer

- Successfully created realistic mockups, resulting in a 35% increase in sales, demonstrating strong attention to detail and technical proficiency.
- Progressed to the role of Senior Graphic Designer within 14 months of employment, showcasing strong performance and dedication to the field.
- Demonstrated exceptional communication skills, effectively conveying ideas and concepts to various departments while consistently meeting project deadlines.
- Established leadership skills by training and mentoring new employees as a Senior Graphic Designer.
- Acquired valuable skills such as accountability and effective communication in a challenging and dynamic work environment, contributing to personal and professional development.
- Developed a strong ability to collaborate and work effectively within a team, thriving in a fast-paced and collaborative work environment, particularly while working with the team at MyInfoPie.

Jan. 2021 – Nov. 2022

Vadodara, GJ

Voldebug

Content Creator

- Demonstrated expertise in overseeing all content-related tasks and effectively managing a team of designers and programmers.
- Developed advanced skills in front-end app development and applied them to improve the aesthetic and user experience of the app.
- Acquired valuable experience in entrepreneurship and the process of creating and developing a project from scratch.

Sept. 2020 – Dec. 2022

Vadodara, GJ

- Voldebug was a side hustle, I was working here simultaneously while working at MyInfoPie.
- At Voldebug, I gained a deep understanding of the challenges and rewards of entrepreneurship, and the importance of creating something from scratch.

Freelance Graphics/Animation Artist

Sept. 2019 – Dec. 2021

Vadodara, GJ

- Worked with clients in various industries, including fashion, tech, and non-profits
- Created logos, brochures, packaging, website designs, and social media graphics
- Managed multiple projects at once and met tight deadlines
- Worked with small businesses and startups to develop their visual identity and branding
- Collaborated and managed clients to understand their needs and develop designs that met their goals

PROFESSIONAL DEVELOPMENT:

- Passed LinkedIn Skill Assessment for Photoshop, Illustrator, and After Effects.
- "Branding Bootcamp" Course, Skillshare, 2022
- "David Carson Teaches Graphic Design" Masterclass, 2022
- "Branding for Small Businesses" Course, Skillshare, 2021