



**M: +91- 81600 39825**

**Email:** Vaishali.vadalikar@gmail.com

**Date of Birth:** 13-10-1980

**Languages:** English, Hindi & Gujarati

## CORE COMPETENCIES

**Art Direction**

**Graphic Design**

**Brand Management**

**Operations**

**Production**

**CRM**

**Art Dome, Ahmedabad**  
Since Oct 2018 till date

# V A I S H A L I V A D A L I K A R

## ART DIRECTION / TEAM LEADER, GRAPHIC DESIGN

As a skilled and ambitious senior-level professional with more than 17 years of experience developing, directing, and executing successful, visionary projects for high-profile brands, I am positioned to make a significant impact on your organization as your next Art Director / Team Leader.

### PROFILE

My background includes designing and implementing forward-thinking, creative design projects for a variety of top-level clients within diverse sectors including consumer electronics, home products, transportation, social innovation design, health systems, and brand experience design. With expertise in a broad range of design software applications - along with my ability to collaborate effectively with clients, peers, and senior management teams - I am confident my talents and abilities will significantly benefit to your organization.

With my keen ability to lead the evolution and completion of creative design projects, combined with my steadfast commitment to top-notch design quality and production, I am prepared to excel in providing outstanding creative services and direction to your company. I look forward to discussing the position, and my qualifications, in further detail. Thank you for your consideration.

### TECHNICAL SKILLS

Proficient in designing software programs like Adobe Creative Suite and familiar with software like Flash, Quark Express, GIF Animator, Video Editing.

### SOME OF THE BRANDS I WORKED FOR

Sales India, Dunext, Arvind Smart Spaces, The Laundry House, Lakshmi Toor Daal, RAK Paints, Build Plus, Magnet, MetaSoft, Kanan International, Matrix EPBX, Punit Toor Daal

## P R O F E S S I O N A L E X P E R I E N C E

Working as **Project Manager** (Graphic Design)

- Generate clear ideas and concepts in tandem with the copywriter
- Produce sketches, storyboards, roughs to visualize ideas
- Understand marketing initiatives, strategic positioning and target audience
- Cooperate with the rest of the creative team across different types of media
- Take work from concept to final execution within deadlines
- Manage and delegate responsibilities to other designers and provide directions
- Present completed ideas to clients/team members
- Stay on top of all trends and maintain best practices

**Arvind Smartspaces**  
**Ahmedabad**  
Oct 20018 - Oct 2019

**Assistant Manager** (Graphic Department)

- Handling Creative Department
- Developed artwork and layout for print and digital sign-age, banners, posters, flayers, Social Media Promotion
- Coordinating with different cities projects (Pune, Banglore)
- Coordinating with Printers to get job done on time

**Yogin Technologies**  
**LLP, Baroda**  
Oct 2016 - Nov 2017

**Team Leader** (UI/UX Design)

- Leading Team of 5 Designers for Creative UI/UX Design
- Conceptualizing Brand Promotion for social networking Sites (Facebook, Twitter, Instagram, Google Plus)
- Conceptualizing User friendly simplified interface for products like HMS App (Hospital management system), Movie Review App, Alarm App, Dental app

**Dots and Coms**  
**Baroda**  
Aug 2015 - Oct 2016

**Team Leader** (Logo/Retail Department)

- Leading Team of 9 Designers for Creative Services
- Creative Solutions and helping team members for Concept designs
- Converting Raster Image to Vector
- Handling Test Orders for new clients
- Conceptualized Launch for Indian Clients Like (The Laundry House - Akota, The Physio Factor - Gotri, Amit Railway)
- Analyzing the Technical Training requirement for team members
- Providing training to the team members for the same
- Continuous Improvement process

**REPUBLIC**  
**(Rak Media City - Dubai)**  
Dec 2008 – Mar 2008

**Sr. Visualizer**

Responsibilities

- Handled the tasks of generating print media publications like catalogue, magazines, newsletter and printed media
- Handled the tasks of designing advertising ads for local newspaper

PROJECTS UNDERTAKEN

- Corporate Identity Design, Company profile
- Product Launching campaign
- Press ad Campaign (Half page& Full Page ads)
- Full page ad for Times Of India, Gujarat samachar, Sandesh, Divya Bhaskar
- Packaging Design
- Outdoor & Press ad Campaign
- Magazine Ads

**NE'DESIGN STUDIO**  
**Pune**  
Arpl 2009 - May 2013

**Creative Head**

- Handled the tasks of generating print media publications like catalogue, magazines, newsletter and printed media
- Handled the tasks of executing Building Brochure designs
- Handled the tasks of designing advertising ads for local newspaper

**AFFINITYX  
PUNE**

June 2008 - Mar 2009

**Creative Mentor** (Retail Department)

- Handling Six Teams (120 Employees) for Creative Services
- Creative Solutions and helping team members for Concept designs
- Handling Test Orders for new clients and once the SOP is finalized then to train the team members
- Analyzing the Technical Training requirement for team members
- Providing training to the team members for the same
- Continuous Improvement process

## A C A D E M I C C R E D E N T I A L S

MS-CIT (Maharashtra State Certificate - Year 2008 In Information Technology)

Bachelor In Applied Arts (Mudra School Of Fine Arts) - Year 2001-2003

Advance Diploma In Multimedia - Year 1998-2000

## A C H I E V E M E N T S

Achieved 2nd position in "All India" 1st Semester in Multimedia written Exam Jun '1998

Achieved 9th position in "All India" 2nd Semester in Multimedia written Exam Mar '1999

Successfully Completed Course in Multimedia with Distinction Year July 2000

*"Our job is to bring the dead facts to life." -Bill Bernbach*