Vashisth Vyas

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EXPERIENCE

Aham Adroit, Ahmedabad — Owner

Aug 2016 - PRESENT

I create and develop brand strategies, products and services that matter to client's target business. Delivering world class user experiences, that help customers attract more business and level up their way of working. In the process I work with many talented designers and coders to bring the best results for everyone.

Public Affairs Foundation — Graphic Designer

March 2022 – March 2024

I worked as graphic designer with expertise in crafting visually compelling designs across diverse mediums. Proficient in creating engaging reports, eye-catching posters, informative newsletters, precise vector graphics, user-friendly websites, and impactful PowerPoint presentations. Adept at translating complex information into clear and visually appealing designs.

MSHC, Ahmedabad — *Asst. Manager - Design*

March 2012 – Aug 2016

MSHC is an e-commerce-based company, which deals in pet medications and materials. I lead design and development team, together we made some easy to use and domain leading web and mobile platforms. Also took care of interviews and office upgradation.

Xeo Software, Ahmedabad— *Designer for Graphics & Web*

Sep 2009 - March 2012

Designed user-friendly applications. Made rough prototypes from requirement documents and BCM. Developed HiFi prototype. (html version of rough prototype to understand the workflow of system)

Bunch of other stuffs, Ahmedabad

May 2006 – Sept 2009

Trained students in graphics, web and animation. Software covered Illustrator, Photoshop, Flash, Dream Viewer and Premier. Worked with companies like Mahindra Kotak Bank for personal loans, Eureka Forbes for their Health Initiative Program & Google's Paid ads.

SKILLS

Design:

UI & UX
Marketing Campaigns
Culture & voice
Wireframing & prototyping
Logo design
Brand collateral
Photo editing & retouching
Banners & ads
NEWS-Letters

Research:

Data analysis
Task analysis
Competitive Analysis
Brand planning
Storyboarding
Content strategy
Concept planning
Positioning
Naming & identity

Experience:

Website
Apps
E-commerce
Content
Campaigns
Newsletters
Posters
Handbooks
Presentations
Annual Reports

LANGUAGES

Gujarati, Hindi, English

EDUCATION

Arena Multimedia
Diploma in Animation
Dec 2008

Bhavan's College of Science
B.Sc. - Chemistry
April – 2006

Links of Work

Reports

https://pafglobal.org/annual-reports/

https://pafglobal.org/reports/

https://pacindia.org/page/reports/publications/2

https://pafglobal.org/reports/

Newsletters & Publications

https://pacindia.org/page/reports/publications/1

https://pafglobal.org/blog-articles/

https://pafglobal.org/issue-briefs/

Intro – Outro Design

https://pafglobal.org/interviews/

Website Design

https://pafglobal.org/

https://mrsfunbun.com/

http://standeewala.com/

https://alankargems.one/

http://www.anandyog.co.in/

https://esilverlinings.com/

https://www.nakshivdmcc.com/

http://planicaleng.com/