Damara Dodhia

Visual Designer | UX/UI Designer

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Portfolio link: https://damaradodhia.com

EXPERIENCE

Senior Graphic & Production Designer
Feb 2023 - Present

Fastsigns - Queen Anne, Seattle, WA

- As Senior Graphic and Production Designer at FASTSIGNS of Queen Anne, I design and produce signage and visual branding, including exterior (lighted signs, window vinyl) and interior (wall pieces, table graphics) signage, as well as small-format print like business cards and brochures, and regulatory signage for businesses.

- I collaborate with clients to create clear design briefs and utilize agile methods, including Kanban boards and stand-ups, for project management. I also maintain workflow documentation and conduct peer design audits.

- I manage social media content, increasing Instagram engagement from 9 to 300+ and TikTok from 0 to 900+. I use analytics, A/B testing, and a social media calendar to improve content and collaborate on website enhancements.

Visual Designer
Jan 2021 - Oct 2022

Amazon, Chennai, India

- As a designer at Amazon Prime Video Channels Europe, I created imagery for storefronts, product marketing, social media, email campaigns, and associate marketing. I also audited design work from peers and external studios for quality control.

- I improved operational efficiency by enhancing PSD templates, saving up to 208 hours/year for studio partners, and built automations using Steins;Gate, saving up to 15,488 INR (187 USD)/headcount/year. I also streamlined reporting processes with Excel templates, saving up to 26 hours/headcount/year.

- I contributed to team-wide initiatives, including designing for employee engagement events, newsletters, and presentations. I also collaborated with cross-functional teams globally and supported process improvements using Kaizen and Six Sigma methodologies.

Graphic Designer & UI/UX Designer
May 2018 - Dec 2020

Wedding Wishlist India, Chennai, India

- As the lead for all visual design requirements, I managed multiple projects, focusing on multimedia Led all design requirements for multimedia, digital, and print marketing, including social media posts, Facebook ad creatives, infographics, photo retouching, email marketing, video editing, illustration, and photography. Created print materials like brochures, business cards, booklets, and packaging design using Adobe InDesign.

- Managed UX/UI design, conducting user research, maintaining design systems, creating wireframes and prototypes, usability testing, and designing responsive mockups for landing pages and e-commerce user flows. Developed and maintained Human Interface Guidelines to unify brand expression across tools like Figma, Sketch, and Zeplin.

- Designed services and products, including digital/printable e-invites, user flows, and interfaces for new product launches. Spearheaded the design of a Virtual Weddings platform, overseeing wireframes, user flows, and information architecture for a seamless user experience.

EDUCATION

Bachelor of Visual Arts - Graphic Design   Jun 2014 - Apr 2018
Stella Maris College, Chennai, India
(B.V.A degree is also known in some countries as a B.F.A Bachelor of Fine Arts Degree)

LICENSES & CERTIFICATIONS

Build Dynamic User Interfaces (UI) for Websites

Google UX Design Professional
https://www.coursera.org/account/accomplishments/verify/8XBFQENVTSV9

Conduct UX Research and Test Early Concepts

Google UX Design Professional
https://www.coursera.org/account/accomplishments/verify/Y2WSF47QKL64

Create High-Fidelity Designs and Prototypes in Figma

Google UX Design Professional
https://www.coursera.org/account/accomplishments/verify/52AKL8M3CE5P

Build Wireframes and Low-Fidelity PrototypesBuild Wireframes and Low-Fidelity

Google UX Design Professional
https://www.coursera.org/account/accomplishments/verify/5JMDJYFYRLVF

Start the UX Design Process: Empathize, Define, and Ideate

Google UX Design Professional
https://coursera.org/share/07613ea04b14be473dd84bc1d49ba87e

Foundations of User Experience (UX) Design

Google UX Design Professional
https://www.coursera.org/account/accomplishments/certificate/XYDZKPBCPEZF

SOCIALS

Portfolio
https://damaradodhia.com

Linkedin
https://www.linkedin.com/in/damara-dodhia-visual-designer-seattle

SKILLS

Photoshop	Illustrator	Adobe XD	Figma	Sketch	Premiere Pro	Wireframing
Prototyping	InDesign	Detail-oriented	Flexible	Organized	Typography	Colour theory
Illustration	Video production	Presentation skills	Self-motivated	Creative cloud	Visual Design	Interaction Design
Solving problems	Self-motivated	Deadline driven	Leadership	Empathy	Compassion	Interpersonal skills
Powerpoint	Photo editing	Design thinking	After Effects	Design for large-scale print		Responsive design
Consumer Marketing Design		Design for digital & print marketing		Committed to Customer-centric design		
Quick to adapt to newer design tools		Level design or iterative design		Up-to date with design trends		
Revenue-driving process improvement		User Centered Design		Creating mock-ups Adobe Creative Suite		
Visual Communications		Creative development		Customer Experience Design Time management skills		