

# VIVEK SAIGAL

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## PROFILE

Self-directed Web Designer, Graphic Designer and Illustrator with a unique combination of artistic talent and technical expertise. Distinctive ability to create client-focused solutions (from concept to completion) that drive traffic, enhance user experience and generate revenue. Highly regarded for effectively partnering with clients, collaborating with diverse teams, and delivering results under tight deadlines and budgets.

## SKILLS

Knowledgeable in color theory and design. Talented at drawing in a variety of artistic styles using freehand illustration, graphics tablet and touch screen tablet.

HTML5, CSS3; Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver

## EXPERIENCE

### Various Clients | Web Designer | 2011 – Present

Responsible for implementation of company web sites including graphic design, creating/optimizing visuals in Photoshop and Illustrator, writing HTML5, CSS3, and providing/shooting necessary photography. Developed company identity and logo, created business cards, stationary and presentation materials.

- Greenup Inn (greenupinn.com) - *Greenup, IL*
- Mera Khana Fresh Meat and Grocery Store (merakhana.com) - Suppliers of fresh meat, groceries and frozen foods. *Concord, CA*
- YourPainDoc (yourpaindoc.com) - Interventional Pain Management Physician specializing in spinal injections and peripheral nerve, muscle and joint injections. *Marlton, NJ*
- North Atlantic Pain & Rehab Associates (pain-rehab.com) - Practice specializing in the treatment of spinal injuries and back pain. *Verona, NJ*

### Various Clients | Graphic Designer | 2002 – 2010

Developed company materials such as logo, business cards, postcards, newspaper ads, product catalogs, brochures, posters, banners, Christmas cards, and program identity for multiple clients. Promotional work featured and used at trade shows, sales events, fundraisers, and live concert performances.

- N40 Inc. - Suppliers of compost turning machinery and equipment. *Rockwell, NC - Dec. 2007 - Dec. 2010*
- Naaz Kinghar - Indian-inspired collection of women's tops and tunics. *Dallas, TX - Oct. 2009 - Nov. 2010*
- Gypsy Rose - Boutique offering women's stylish Indian blouses and gowns. *Chennai, India - July 2008*
- Your Dil - "Rock the Tabla" charity fundraiser concert to promote literacy for children. Talent included Tabla Guy, Jungli, Shobha, and Zerobridge. *New York, NY - July 2008*
- Ariz Inc. - Event planning and management company promoting South Asian live performance concerts. *Jersey City, NJ - Feb. 2007 – July 2007*
- Mocon Inc. - Manufacturing company for reusable insulated shipping containers. *Minneapolis, MN - Jan. 2004*
- TCP Reliable Inc. - Temperature controlled packaging solutions provider for life science, pharmaceutical and food industries. *Edison, NJ - November 2002 – February 2004*

### The Star-Ledger | Graphic Designer | Newark, NJ | 2000 – 2008

Created brochures, ads, inserts, direct mail packages, posters, store signs, and newspaper wraps. Produced support visuals for marketing meetings, sales events, incentive launches, and Newspapers-In-Education workshops. Collaborated with advertising and marketing representatives including copywriter, editor, traffic coordinator, and purchasing agent to develop and fulfill creative concepts. Functioned as a liaison to the Imaging department to meet pre-press quality check guidelines within daily deadlines. Oversaw print vendors to insure files were transmitted according to specifications and proofed final art. Performed the duties of the Creative Services Manager in his absence. Maintained ad scheduling in Mactive and Filemaker Pro software.

- Saved approximately \$2,000 per project by creating custom illustrations in lieu of purchasing images from freelance

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artists/stock art and photography.

- Marketing efforts secured 300-500 new subscriptions each week representing over 25% of new business.
- Creative posters and wraps resulted in over 100K newspapers sold annually at events.

## **Hypnotix | CG Artist/Illustrator | Little Falls, NJ | 1998 – 1999**

Developed textures for PC-based video games, which established the look and qualities of props and environments with instruction from the Art Director. Scanned photographs of the appropriate textures and applied them to environments or objects created by other members of the team, while understanding the technical limitations of the systems for which the games were being designed.

- Created Photoshop textures simulating a myriad of virtual environments, landscapes, everyday props along with background elements for fantasy and reality based settings used in the animation for the following titles: Might and Magic VII (For Blood & Honor), Might and Magic VIII (Day of The Destroyer), WWII G.I., Sabrina The Teenage Witch: Brat Attack, Deer Avenger 2 (Deer in the City)

## **MTV Animation | Intern | New York, NY | 1996**

- Created comprehensive filing system for original artwork and transparencies.
- Illustrated and painted cell art for Beavis & Butt-head movie merchandise.

## **EDUCATION**

### **Rutgers University | New Brunswick, NJ**

- B.A., Visual Arts, Second Major in Communication, Minor in English
- Art History Program in Paris, France: French Art: Antiquity – Present