

ANJALI KAKKAD

Senior Graphic & Digital Designer

☎ 0451436545 @ anj.designer@gmail.com 🌐 anjdesigns.com 📍 Sydney

SUMMARY

Enthusiastic Senior Graphic & Digital Designer with a proven track record of leading impactful design projects to enhance user engagement and drive conversions. Experienced in Adobe Creative Suite, Figma, and proficient in creating print collateral and digital campaigns. Ready to contribute to visual storytelling and communication strategies that align with corporate identity guidelines.

EXPERIENCE

Senior Graphic Designer

Komatsu 📅 10/2023 - Present 📍 Sydney

- Led the internal graphic design team, providing guidance and feedback to ensure the production of high-quality marketing collaterals and digital assets within specified timelines.
- Managed and executed multiple design projects simultaneously, maintaining efficiency and quality in a dynamic work environment.

Senior Visual Designer

Online Marketing Gurus 📅 03/2023 - 10/2023 📍 Sydney

- Designed and optimized creative assets for diverse print and digital channels, including social media, email marketing, digital campaigns, lead magnets, and POS.
- Enhanced user experience by designing intuitive and engaging digital interfaces for websites.
- Created and maintained a UI library in Figma to accelerate the design process and ensure consistency across teams.

Senior Digital Designer

WooliesX 📅 05/2021 - 12/2021 📍 Sydney

- Designed and managed creative assets for Woolworths Everyday Market national campaigns across web, email marketing and social media channels.
- Played a key role in agile team environment, collaborating with UX/UI designers, copywriters, and brand teams to execute and shape the new Everyday Market brand.

Senior Graphic & Digital Designer

Autosports Group 📅 06/2019 - 05/2021 📍 Sydney

- Developed and executed digital campaigns including animated HTML5 banners for esteemed automotive clients such as Audi, Volkswagen, Honda, Volvo, Mercedes-Benz, BMW, Jaguar, and Land Rover.
- Managed {100+} projects annually in a fast-paced environment.

Senior Graphic Designer

Hachiko 📅 06/2016 - 06/2019 📍 Sydney

- Designed creative assets for Hachiko's loyalty-driven marketing campaigns, collaborating with program managers to meet client requirements and deliver the final artwork to developers.
- Managed design projects for clients such as Adobe, Microsoft, The Distributors, Ingram Micro, Schneider Electric, Trend Micro, & Dropbox.

Digital Designer

The Good Guys 📅 03/2015 - 01/2016 📍 Melbourne

- Designed retail collaterals that aligned with brand guidelines and marketing strategies to drive sales and brand visibility.
- Collaborated closely with the Marketing Manager and executive leadership to innovate and execute new design initiatives.

KEY ACHIEVEMENTS

✔️ **30% User Engagement Increase**
Led the redesign of Hachiko's website, significantly enhancing user interaction and clarity of calls to action.

🏆 **15% Conversion Rate Boost**
Designed Valentine's Day special offer digital campaign for Audi, drastically improving the conversion rate through user-centered design principles.

🔧 **WCAG 2.1 Compliance**

SKILLS

Adobe Creative Cloud Figma

Adobe XD Canva Wix

After Effects Premiere Pro UX/UI

Design Systems Prototyping

Digital Campaigns Animated HTML5

Branding Typography

Print Collateral Infographics

CERTIFICATION

User Experience Design: Short course
General Assembly, Sydney

Complete Figma: Beginner to Expert
A comprehensive certification course from Udemy.

EDUCATION

Master of Design (Graphic Communication)

RMIT University

📅 02/2010 - 02/2012 📍 Melbourne

Bachelors in Graphic Design

Rachana Sansad College

📅 01/2006 - 01/2008 📍 India