

Reuben Vaz

(GRAPHIC & WEBSITE DESIGNER)

Email : 92ericvaz@gmail.com

Phone : +1 (437) 933 2497

Website :
www.reubenericdesign.com

Portfolio :
www.behance.net/allmostprovaz

PROFILE

As a Toronto-based multi-disciplinary Graphic Designer & Website Designer, I bring over seven years of diverse experience spanning in-studio settings, corporate environments, start-up environment and independent freelance work.

My expertise lies in crafting compelling brand identities and producing both print and digital promotional content for small businesses. Additionally, I have successfully developed comprehensive advertising campaigns for ad agencies, showcasing my ability to deliver well-rounded and impactful creative solutions. My background enables me to approach projects from various angles, ensuring a blend of creativity and strategic thinking in every design.

EXPERIENCE :

JOSHUA CONNECTS

JAN 2017 - JUL 2017

JR. GRAPHIC DESIGNER, AHMEDABAD

- As a junior graphic designer I was given very basic work like photo editing and making logo designs for company along with their companies print collaterals.

TGL Co. (THE GOODLIFE COMPANY)

SEP 2017 - JUN 2018

GRAPHIC DESIGNER, MUMBAI

- As a sole designer in the company I handle all the creatives that were required for social media platforms.
- As a graphic designer for an FNB company I was incharge of all the print as well as Digital media branding for the company.
- Packaging, Branding, Social media branding and website collaterals were under my domain.

HI-TECH ISOLUTIONS

AUG 2018 - AUG 2020

SR. GRAPHIC DESIGNER, AHMEDABAD

- Hitech was part of an international coraboration between companies around the world.
- My postion as a Sr. Graphic designer was to supervise the designs made for the European team and give final approval on the technical aspects regarding the print media before sending the design for production to Chinese Team.
- After the completion of six months, a team of two (myself included) was given a project where we designed the process as well as the standards required for international print media and with the help of previous project guildlines we were able to successfully intiate a new process which catered to multiple clients throughtout Europe.

EDUCATION :

SCHOOLING:

ST. XAVIER LOYOLA HALL, AHMEDABAD

HIGHER SECONDARY

DELHI PUBLIC SCHOOL, AHMEDABAD
(2010 - 2012)

DEGREE IN B.DES (Graphic Design)
SRISHTI INSTITUTE OF ART, DESIGN AND
TECHNOLOGY, BANGALORE
(2012 - 2016)

SKILLS :

- Creativity
- Social Media Campaign
- Art Direction
- Branding & Identity
- Design for Print / Web / Social Media
- Typography
- UX-UI Design
- Packaging Design
- Illustration
- Infographic
- Newspaper Ads / Magazine Layout
- Packaging Design
- Photography
- Video Editing & Motion Graphics
- Basic Digital Marketing & Copywriting
- Time-Management & Teamwork
- Multitasking

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EXPERIENCE :

KOKO COMMUNICATION

ART DIRECTOR, AHMEDABAD

OCT 2020 - MAR 2022

- Koko is an advertising agency that works with multiple brands & companies in rebuilding and creating brand image as well as brand presence among the target audience.
- They Primarily excelled in Social Media, SEO and Google Ad services
- As a Art director in an ad agency I had to extensively work towards striving & understanding the target consumer and applying the knowledge from my previous experience in order to deliver stunning creatives for our clients on daily basis as well as handle the creative team.

PURPLE QUARTER

DESIGN MANAGER, BANGALORE

APR 2022 - AUG 2023

- At Purple Quarter my main role as the most senior member is to create original creatives and campaigns for the team. Working with the content team while guiding & mentoring the junior designers to articulate creatives for the Branding and Marketing as well as company collaterals like CV, newsletters, Banner Poster, company stationary, Social Media Creatives, etc. for the internal teams.
- Along with the Designing, working on the Company website as a front-end designer as well as maintaining the backend of the website.
 - Editing the Purple Quarters Video Podcast 'The Tech Factor' and creating marketing collaterals such as teasers and Banner and Social Media Creatives

SOFTWARE :

- Microsoft Office Suite
- Adobe Creative Suite
- Photoshop
- Illustrator
- Indesign
- After Effects
- Adobe XD
- Premier Pro
- Sketch
- Figma
- Wordpress
- Webflow

HOBBIES :

- Photography
- Movies
- Music
- Games
- Sports & Hiking

FREELANCE PROJECTS :

NOV 2016 - PRESENT

Websites, Video Editing & Documentaries, Podcasts, Photoshoots, Installation Arts, Branding and Print Media designing, Social Media & SEO services, Google, Facebook, LinkedIn Ads.

Documentaries & Podcasts Link :

www.youtube.com/@prabhakarbbhagwat/videos.

www.youtube.com/@purplequarter2676/videos



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