



SANJAY LAD

SENIOR GRAPHIC DESIGNER



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EXPERIENCE

SEPT 2016 - PRESENT

CATALYST HOUSING LTD - SENIOR GRAPHIC DESIGNER

- Senior Graphic designer for communications department, supporting over a 1200 colleagues.
- Successfully managed many large/small-scale design related projects involving print, motion graphics, video editing, advertising and social media from inception to completion. Typically managing more than one project at a time.
- Roles include customer facing and day to day liaising, with internal/external clients; managers/directors; site visits, printers and suppliers.
- Specialising in print/digital marketing material for all departments, brand id, advertising, corporate events (conferences), e-flyers and social media for a not-for-profit sustainable housing provider covering London and various counties.
- Designed, branded and themed 7 annual winter /summer conferences, providing support to the team to deliver our popular showpiece events in the summer/winter.

NOV 2015 - JAN 2016

JAYDEE BROOK LTD. - GRAPHIC/WEB DESIGNER

- Short-term contract - working as a sole graphic/web designer on in-house marketing material and website design projects.
- Tasks included liaising with the MD, printers and suppliers to design and print seasonal items for promotion.

APR 2007 - SEPT 2016

REDCHILLI STUDIOS LTD. - GRAPHIC/WEB DESIGNER

- Designer, manager and proprietor of a full service graphic and web design studio.
- Successfully managed numerous design related projects involving print, advertising and web from inception to completion. Typically managed more than one project at a time.
- Managerial roles included customer facing and day-to-day liaising, with clients, printers and suppliers. This required a great deal of tenacity.
- Specialising in print, brand id, packaging design, advertising, exhibition design, web, mobile web, UI design, e-flyers.
- Many happy clients led to 95% of design projects and campaigns undertaken via recommendation.



PERSONAL STATEMENT

I am a talented, highly experienced graphic and web designer with over 24 years professional experience in the advertising, print and web industries. I have completed many projects to the satisfaction of clients that were within project deadlines.

I can offer valuable knowledge and creativity along with a passion to learn new skills. I am confident working alone, as well as within a creative team producing effective design related solutions.



TECHNICAL SKILLS

photoshop	illustrator	dreamweaver	indesign
premiere pro	after effects	acrobat	xd
ms office	html/css	wordpress	mac
pc			



DESIGN SKILLS

identity/branding	advertising	print	illustration
web design	UI design	motion graphics	packaging
signage	video editing		



EDUCATION

B.A. (HONS) DESIGN MANAGEMENT
(DeMontfort University)

HND PRODUCT DESIGN
(Southampton Institute of H.E.)



WHY WE SHOULD WORK TOGETHER

- Work well alone and/or within a team of creatives.
- Strong conceptual and visual skills.
- Excellent understanding of design and current trends.
- Valuable technical skills and professional experience, essential when applying knowledge of design principles.
- Good time management skills.
- Creative, fun and friendly, with a personality to match!

WORK/PLAY

WORK

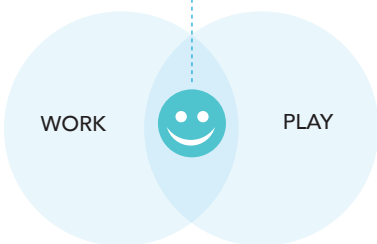
problem solving
brainstorming

design
branding
print

web
research
social media

new ideas/learning

HAPPY PLACE



PLAY

gym
martial arts

movies
family
cooking

football
squash

spanish guitar

SOCIAL MEDIA



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