

# KRIS SIDHWANI

GRAPHIC DESIGNER

## PROFILE

Enthusiastic graphic designer with creative ideas and a unique approach to visuals. Experience conceptualizing and implementing a wide variety of marketing materials, brand identities, and promotional campaigns for small businesses and corporate standards. Also excels at several tech tools, including Illustrator, Photoshop, and InDesign.

## CONTACT

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## WORK EXPERIENCE

### Freelance Graphic Designer

*Self – Ellicott City, MD*

*Feb 2017 - Present*

- Spearheaded branding campaign for Rebate Realty, a small business, by revamping their old design.
- Designed logos and business cards for local businesses.
- Composed print materials for small businesses by utilizing my skills in layout design and researching current trends.

### Creative Design Associate

*PANDORA – Baltimore, MD*

*Oct 2014 – Feb 2017*

- Contributed to jewelry planograms using my knowledge of color theory for North American stores to set their earring and ring fixtures to.
- Collaborated with teams to create designs, gather information, and develop layouts for guidelines that were sent out to Pandora stores while tailoring them to specific markets.
- Utilized organizational skills to ensure guideline deadlines were met.
- Styled and photographed jewelry displays to be used as benchmarks for stores nationwide.

### Data Entry Contractor

*Center for Leadership Innovation – Ellicott City, MD*

*Aug 2014 – Sept 2014*

- Crafted templates in Microsoft Word for the company to easily send out mass emails saving them precious time.
- Created Excel and Word Document templates necessary to manage and quickly analyze the data for the Neighborhood Builders Program.

## EDUCATION

### Bachelor of Arts, Graphic Communication

*University of Maryland*

*2010 – 2014*

- Minor: Computing
- Dean's List – 2013 & 2014

## SKILLS

Photoshop

Illustrator

InDesign

Microsoft Office

Layout Design

Color Theory

Video Editing

Collaboration

Accurate and Detailed

Organizational Skills