

Mitushi Banerjee

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CAREER OBJECTIVE

Senior Website / Graphic Design Specialist with 15+ years of experience in the management of the complete design process, from conceptualization to completion. Strategic, innovative, and results-oriented professional. Expert at team coordination and communication. Excel in creative marketing and campaign execution with ability to work in a fast-paced environment with great attention to detail. Proficiency in stretching the boundaries of web design and digital storytelling with efficient time management.

WORK & EXPERIENCE

MKA International Inc.

Princeton, NJ

Assistant Communications Manager / Website and Graphic Designer

2018 - Present

- Redesign from scratch and manage all aspects of the company's website using WordPress, focusing on overall site navigation and information architecture. Implement SEO rich keyword strategy and establish Google Analytics reporting.
- Deliver a wide range of web services such as web editing, multimedia animation, virtual postcards, survey forms, interface design, and online advertising.
- Redesigning 50+ legacy pages to responsive design improving overall functionality, user experience, and user engagement.
- Create 30+ responsive landing pages and custom graphic sets for various events.
- Create interactive user-centered designs, deliver innovative graphic concepts, wireframes, low and high-fidelity prototypes, and engaging user experiences.
- Develop user interfaces and interaction flows of software applications for a variety of screen sizes, tablets, and mobile platforms.
- Standardize and automate the company's onboarding process and various policy documents.
- Employ effective user-centered design (UCD) approach to develop company centric mobile applications and responsive design prototypes.
- Work collaboratively with the communications team to design and print a new 40-page brochure and create an online flip-book version.
- Work with editorial and creative teams to design marketing video assets including the company corporate video. Integrate music, voice-over, and sound effects to enhance video content.
- Design and produce art and copy layouts for visual communication media, including social platforms like LinkedIn, Facebook and Instagram, Collateral, branding, promotional items, and large format booth graphics.
- Create graphic design standards for motion graphic assets, to improve brand consistency for multiple in-house teams.
- Design direct-mail flyers and Constant Contact email blasts for 30+ marketing campaigns to send to over 8000 clients and increased open rate by 52% and click rate by 12%.
- Onboard and train a junior graphic designer and train managers at various locations on company branding requirements.
- Use PowerPoint to create re-usable presentation templates that have become the company standard for internal resource presentations, sales presentations, and client presentations. Create multiple PowerPoint presentations for various meetings and conferences.
- Create a high-fidelity mockup for complete redesign of the company's intranet website.
- Develop original graphics and execute 75+ print and digital collaterals, including brochures, flyers, social media posts, client event invites, tribute/retirement books/ videos.

- Review final digital products for accuracy and consistency and compliance with company brand guidelines.
- Coordinate with vendors and print shops to create print ready proofs and ensure timely delivery of printed materials.
- Design over 150 static and video assets, utilizing different styles and approaches, nearly all of which were included in promotional campaign efforts.
- Establish Google/ Bing/ Apple Business profiles for over 30 company locations including verification and keyword rich descriptions.

Graphic Matter

Hillsborough, NJ

Website / Graphic Designer

2008 - 2018

- Created and maintained multiple company websites and blogs.
- Designed / coded over 25 HTML and WordPress websites.
- Maintained cPanel and VPS hosting server for multiple clients.
- Created monthly email blasts/ newsletters for multiple companies.
- Collaborated with multiple Marketing, PR, and Social Media teams to design graphics, boosting social engagement.
- Created variable data print material using XmPie.
- Setup ecommerce site including products and payment gateways.
- Installed CMS systems on client websites and create WordPress themes.
- Estimated project costs, created RFPs and offered technical support to clients.
- Used HTML and CSS to create high-fidelity mockups, and custom graphics for many websites.
- Developed original graphics for use in multiple campaigns.
- Developed landing pages, flyers, newsletters, banners ads, email blasts and custom-made marketing materials.
- Implemented an A/B testing framework for digital ads.

SKILLS

Technical: Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Premiere Pro, Acrobat Pro, Dreamweaver), Canva, Figma, WordPress, Joomla, HTML, CSS, JavaScript, Microsoft Office Suite (Word, Excel, PowerPoint), Procreate

Design: Website Design / Management, Brand Management, WordPress Web Development, SEO/SEM Implementation, Digital / Print Design, Social Media Marketing, UI/UX Development

EDUCATION

Bachelor of Art and Design

Diploma in Web Designing and Animation

Diploma in Software Management

Certification in Web Development and UI Design

Google AdWords Certification

Adobe Certified Associate Certification

Microsoft Office Specialist