

CONNIE LOBO

Graphic Designer / UI Designer

I am an accomplished and passionate graphic designer with expertise in digital, print, brand and UI design. I have 10 years of work experience. I help clients tell their unique stories visually with clean, elevated and effective creatives.

WORK EXPERIENCE

Sevn.AI (AdRizz)

Design Lead (June 2024 - August 2024)

- Built and maintained brand guidelines and design system, ensured brand visual consistency across all customer touch points.
- Collaborated with branding experts, front end developers, marketing, content and other professionals to create design assets.
- Produced drafts for clients review and made revisions based on the feedback received.
- Led a high-performing team of six experienced designers.
- Optimized processes, increased efficiency, and ensured creative quality.

Freelance

Graphic Designer and UI Designer (September 2023 - June 2024)

- Collaborated with clients and agencies to create and build out unique, memorable brands.
- Designed brand guidelines and systems, logos, websites, digital assets, wedding cards and more.
- Provided growing companies website design, social media templates, infographics and presentation design.
- Clients include Vijay Fashions Dubai, Verge - Rise Del and wedding couples.

JioSaavn

Senior Graphic Designer (2020 - 2023)

Graphic Designer (2017 - 2019)

- Designed and developed innovative product solutions that seamlessly combined user-centered design principles with functional aesthetics.
- Established a Graphic Design system within Figma, which streamlined workflows and ensured consistency in design executions.
- Collaborated on briefs and contributed to the conceptualization of campaigns in partnership with Marketing, Sales, and Brand teams.
- Took charge of designing scalable artworks and banner ad creatives, ensuring optimal display across diverse platforms and devices.
- Produced artworks for award-winning sales campaigns and Podcast shows, enhancing their visual impact and engagement.
- Collaborated closely with Podcast, Social Media, and Copy teams to create podcast show artworks, illustrations, social media assets, thumbnails, and merchandise designs.
- Led the design of merchandise, coordinating with various vendors for employee kits, concerts, events, and podcast shows.
- Directed and oversaw on-ground design branding for concerts, events, and promotional activities, ensuring consistent and impactful visual representation.
- Worked in collaboration with multiple agencies and freelancers to uphold the creative excellence of JioSaavn's content designs and brand guidelines.
- Innovated by creating diverse design templates for the Marketing, Internal Communication and PR teams, fostering efficient and cohesive visual communication.

JioSaavn

CRM Associate Manager (2015 - 2016)

- Fostered, managed, and assumed ownership of relationships with key customers through effective communication channels including email, Facebook, Twitter, and Google Play.
- Demonstrated conflict resolution skills, promptly addressing customer complaints with efficiency, minimizing any adverse impact on customer experience.
- Collaborated closely with the product team, collating valuable feedback and analyzing customer requirements to drive product enhancements.
- Proactively kept customers informed about the latest product offerings, contributing to heightened customer satisfaction and engagement.
- Cultivated stronger customer loyalty by documenting recurrent and complex concerns, leading to the development of the FAQ list.
- Engaged in cross-functional collaboration by strategically planning promotions and campaigns to maximize organizational impact.

CONTACT

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Portfolio:

www.connielobo.com

SKILLS

- Brand Design
- Marketing Design
- Creative Direction
- Digital Design
- Print and Layout
- Web Design
- Motion Graphics
- Key Art
- Social Media
- Presentation Design
- Design Systems
- Logo Design
- Typography
- Merchandise
- Writing and Editing
- Team Building

SOFTWARE

- Adobe CC
- Figma
- Photoshop
- Illustrator
- InDesign
- After Effects
- MS Office
- PowerPoint
- Keynote

EDUCATION

- Advanced Certificate in Digital Media Specialisation in Graphic Design FX School, Mumbai.
- BA Bachelors Degree in Sociology St. Xavier's College, Mumbai.

LANGUAGES

- English (Native)
- Hindi (Fluent)
- Italian (Proficient)
- Marathi (Basic)
- Konkani (Basic)

INTERNATIONAL EXPERIENCE

1 Year Work and Social Formation

Esperienze Sociale di Loppiano, Tuscany, Italy (2013 - 2014)

- An experience of living and working with youth from different countries and cultures.
- The course included lectures in subjects like Italian, Theology, Political Science, Philosophy and History.
- Worked in the third party production and packaging company called Conto Tersi as part of the formation.