

# SHRADDHA SWAROOP

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## FREELANCE GRAPHIC DESIGN

**Founder, Shraddha Swaroop Designs, 2005 to present**

► Print design | Including advertising design, brochure design, logos, icons, typography, illustrations, layout, graphics, use of color in newspaper design with over 10 years of experience with Photoshop, Illustrator and InDesign.

► User Experience Design | Wireframes, task flows, persona profiles, competitive analysis and comps using Omni-graffle, Microsoft Word and Excel.

► Web design | Coding and developing a website from scratch or another developer's start using HTML5, CSS3, PHP, MySQL and Wordpress.

Clients include Premier Woodworks, Los Angeles Times, Asian Pacific American Legal Center and Coca-Cola.

## SOCIAL MEDIA MARKETING

**Social Media Manager ♦ 2010 to 2012**

Integrated clients' social media and marketing goals, built and engaged core social media audiences. Clients include UXPALA World Usability Day, Society for News Design, V3 Digital Media Conference and the Asian American Journalists Association.

## NEWSPAPER DESIGN

**Designer, Los Angeles Times ♦ 2008-2012**

**Rotational Designer, The Virginian-Pilot ♦ 2007-2008**

**Lead Designer, San Jose Mercury News ♦ 2000-2007**

► Directed art graphics, design and presentation for projects across departments under deadline with the ability to close on design requirements independently or in a team.

► Accomplishments included conceptualizing and executing photo shoots and photo editing, art direction, conceptualizing and creating graphics, illustrations and design.

## PROFESSIONAL SKILLS

Expert in TextWrangler, Microsoft Word and Adobe Creative Suite CS5 and CS6: Photoshop, Illustrator, Acrobat and InDesign. Proficient in Wordpress, HTML5, CSS3, PHP, MySQL. Familiar with Flash and Fireworks.

## AWARDS

**Society for News Design**

Award of Excellence for work at the San Jose Mercury News and the Los Angeles Times

**2007-2011**

**Virginia Press Club**

Best in Show for daily presentation for work at The Virginian-Pilot

**2007**

**Society of American Travel Writers**

Gold & Silver Travel Section, San Jose Mercury News

## EDUCATION

**UCLA**

Interactive Design program

**Class of 2014**

**California State University, Fullerton**

Certificate in User Experience Design & Usability

**Class of 2013**

**California State University, Fullerton**

Bachelor of Arts

**1990-1994**

**REFERENCES UPON REQUEST**