



RK

GRAPHIC DESIGNER



510.697.6887 | raj@bulapom.com | www.bulapom.com

The background is a light beige, textured surface. On the right side, there are several blue ink splatters of varying sizes. A large, irregular blue shape is on the right, with many smaller, teardrop-shaped splatters scattered around it and extending towards the left.

Contents

Resumé | Portfolio

Resumé

Education

Middlesex University, UK | 2007 – 2008
MA Post Graduate Certificate in Education

De Montfort University, UK | 2000 – 2004
BA Honors degree in Multimedia Design

Skills

Ps, Ai, Id, Ac, Dw, Fl, Mu, Pr
Word, Outlook, PowerPoint, Excel
{CSS} <HTML> Dotmailer

Spoken Languages:
English, Hindi

Work History

Apple Inc. | Graphic Production Artist | May 2016 - Present

Structure and update product imagery and UI elements, and output web graphics to optimize efficient production design in Photoshop; work closely with producers, traffic, development, publishing, and international teams to meet project goals and ensure efficient file handoffs for localization; review final webpages and HTML email with an exacting eye, ensuring that graphics and layouts are flawless.

Walmart eCommerce | Sr. Production Artist | May 2015– May 2016

Ensured customer satisfaction with product imagery by communicating with teams and vendors to clarify business needs; lead image processing by developing and implementing Adobe Photoshop actions and scripts; performed post-production product image retouching; created new imagery guidelines and updated current processes; provided image reports to cross-functional teams; maintained Site Marketing assets; updated style guides and site standards; tracked and ensured fulfillment of imagery requests; and that project deliverables were achieved according to service level agreements.

Pom Graphics LTD | Sr. Graphic Designer | May 2008 – May 2015

Created corporate identities and marketing collateral; applied day-to-day administrative tasks; met with clients to discuss objectives, interpret ideas, develop concepts and present finished outcomes; estimated project milestones; provided quotes; developed design briefs and contracts.

Serco Global | Sr. Graphic Designer / Marketing Executive | July 2012 – July 2013

Managed B2B design projects and ensuring deadlines and client expectations were met; design, developed and produced business merchandise, websites, HTML email campaigns, PowerPoint presentations, brand guidelines; proofread for accuracy; managed social networking channels; managed and updated press lists; edited and distributed press releases; commissioned, outsourced and collaborated on projects; provided email support; and managed, monitored and circulated brand guidelines.

Protocol National | Teacher | Sept 2007 – July 2011

FE teacher in Art and Design. Subjects include; Graphic design, digital photography, Photoshop (beginners), Dreamweaver (beginners), Illustrator (intermediate), Portrait drawing and painting, 3D modeling and Fashion Design.

Reed Global | Head of Controls and Production | 2004 – 2007

Contracted with The RBS Group under NatWest and later HSBC. Managed a team of fifty; monitored the quality and amount of work carried out daily; identified fraudulent applications; updated customer records; sold products within retail banking.



Expertise

UX/UI Concept Development
Marketing (Corporate) Collateral
Visual Branding
Web/Mobile Advertising
Cross-Departmental Collaboration
Production Process Enhancement
Identity Architecture
Design Theory
Creative Leadership
Interface Design Principles
Wireframes/Prototyping
Trending Visual Standards

www.bulapom.com
510 697 6887
raj@bulapom.com

Logos



TAX ADVANTAGE

Credemus
associates

ACCOUNTANCY
ADVANTAGE

MAASI
MUSLIMS AGAINST ANTI-SEMITISM AND ISLAMOPHOBIA

LAPADAPT 

Scientia
Communications

Bluebells
Counselling 

 *Krish's*
Kreationz


FAITH MATTERS

 DGM
Connecting Data to Decisions



B

 LevSec
LTD

Logos from left to right

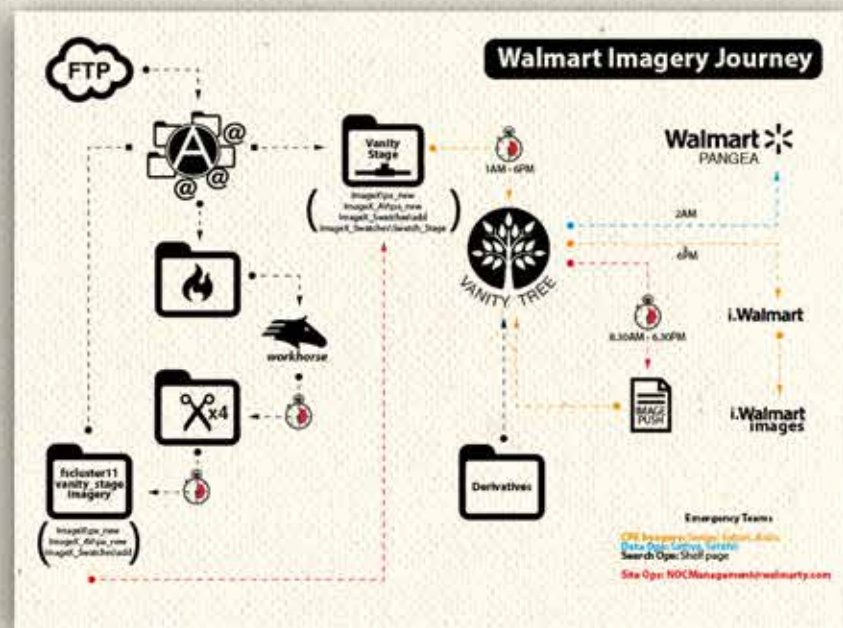
Tax Advantage | Credemus Associates | Accountancy Advantage

MAASI | Lapadapt | Scientia

Bluebells Counselling | Krish's Kreationz | Faith Matters

Genentech DGM | SCEME | Beckwith | LevSec LTD

Walmart Imagery Requests			
Request	Original	Outcome	Form
Reload Re-watch			General Request
Copy Over			General Request
Exchange	 	 	General Request
Hide AV			General Request
Add Image			General Request Priority Folder
Replace	 		General Request Priority Folder
Create Bundle	 		Bundle Creation
Update Existing Bundle	 		Bundle Creation
Add Bug or Gift Card			Bundle Creation
New Color Creation	 		Color Creation
Color Correction	 		Color Creation





BCSC artwork

Sponsorship logo | Opal Awards logo | Global futurscape logo
BCSC brochure | MAASI | Annual Dinner Guide

BCSC Purple Apple Marketing Awards

THE UK'S MOST INFLUENTIAL PROPERTY MARKETING AWARDS



BCSC

SHAPING BETTER PROPERTY



Purple Apple Brand Values:

- Recognise and reward best practice in marketing
- Communicate awareness of the need for effective marketing
- Help to educate, train and develop marketers
- Share new marketing initiatives, ideas and innovations

Benefits of entering the Purple Apple:

- Gain a prestigious award
- Recognition within the shipping centre industry
- Reinforce the message that your marketing expenditure is delivered effectively
- Be part of a network of marketing professionals
- Increase your profile within the property industry



purpleapple.bscs.org.uk

[illegible]

OPAL
2011-12

BCSC
BRITISH COUNCIL OF SHOP CENTRES

metal OWN

BCSC Opal Awards promote retail and service performing excellence in the retail environment.

The aim of the **BCSC Opal Awards** is to promote the unique commercial benefit opportunities that malls offer by recognizing and rewarding the best examples in the marketplace, encouraging further innovation and excellence.

The aim of the Opal award is to:

- Recognize and reward best in class
- Recognize and celebrate innovative thinking and solutions in how brands and individuals maximize the opportunities presented by the solutions in shopping centres
- Use retail buying, service and management sharing processes
- Encourage increasing openness within through the Awards Information System
- Demonstrate the future viability of commercialisation

www.bcs.org.uk/opalawards

1 BCSC
Celebrating Retail Property

The BCSC Gold Awards seek to recognise the ever-increasing standards of excellence in our industry and, at the same time, give a thumbs up to the developers' responses to the complex challenges presented by today's urban agendas, to reflect the changing landscapes and the challenging climate, and update the awards annually to offer a nudge to seek a variety of ideas and models.

Winner
2012-13 Retail

www.bcsc.org.uk/goldawards



BCSC
SHAPING RETAIL PROPERTY

**Join the BCSC
Local Authority
network**

The public sector has an essential role in delivering the retail property regeneration schemes that sustain our towns and cities.

With the outcomes of the May 2010 local council bids to the Strategic Retail Inquiry Scheme, BCSC continues to push forward initiatives to ensure more successful and diverse high streets. Latest time you are working with our members and partners to seek solutions that regenerate our town centres (VGA strategic investment activity) where it currently lacks.

There has never been a more important time for Local Authorities to join the BCSC network, providing a forum bringing the public and private sectors together is critical, and no more so than in the current economic and political environment. Now is the time to get involved!

**JOIN
FOR ONLY
£135+VAT**

www.bscs.org.uk/membership@bcs.org.uk
0845 270 0778

Retailers

BCSC

BRITISH COLUMBIA SUPPLIERS' CONFERENCE

Join the professional body and influential entry for retail registration and for the introduction of all investment in the shopping place. BCSC is the leading retail property B2B networking organisation.

There has never been a more crucial time to ensure that you have access to all possible participation and resources to drive every success of your business.

Join BCSC today!

- Give advantage to business-to-business spending opportunities – access to relevant industry of over one hundred professional accounts, specialist agents, asset managers and a host of other companies and experts in the shopping arena today.
- Investment in retail centres (e.g. in All Round Centretown, 8 Fairview, "newcomer" centre) plus a collection of:

- an online shopping list – controlled by the country's major retailers and donors providing a wide variety of offers and special offers; retailers who do not sell a combination of retail centres in the same area ready to be purchased.
- Comprehensive services and support such as management with large donors who have already taken action to ensure success in retailing and to ensure investment.
- All Suppliers the best to present here, best brands, comprehensive capability and access to all the best of all agents.
- BCSC, which is comprehensive and professional event programmes, including all shopping, digital, video, audio, text, and other services and resources in the shopping business environment.

Come and join us soon about BCSC and what we can do for you

JOIN FOR ONLY £135 + VAT

www.bosc.org.uk | businessminded@bosc.org.uk | 0848 276 9776



JOIN BCSC

FOR THE BUILT WORLD

FIVE REASONS TO JOIN BCSC

1. REPRESENTATION

Our members are rewarded by obtaining top-tier business leads, insights and data on important opportunities and viable pricing issues, all directly affecting their own and the sector's bottom line.
2. NETWORKING

Our members frequently use industry techniques, standards, technologies and best practices and experience all the growth opportunities our top talent or network. Accessing key industry issues will result with value enhanced and quality business results.
3. MEDIA

With media's constant flow external and local press, we are able to use our insight, knowledge, expertise and information to generate added industry value.
4. COST SAVINGS

By sharing benefits from various sources, members stand to enjoy industry savings. Save on both time and produce value throughout the year – and gain access to exclusive tips and market challenges.
5. INDUSTRY INTELLIGENCE

All BCSC members receive forecasts, updates, views and news and insights to some of the industry's most influential events on a regular basis.

Join the leading realty property R2B networking organization today

www.bcsr.org.uk
membership@bcsr.org.uk
 0845 270 8775

1. Access to the industry's most influential events on a regular basis

2. Exclusive tips and market challenges

3. Save on both time and produce value throughout the year

4. Gain access to exclusive tips and market challenges

5. Receive forecasts, updates, views and news and insights to some of the industry's most influential events on a regular basis

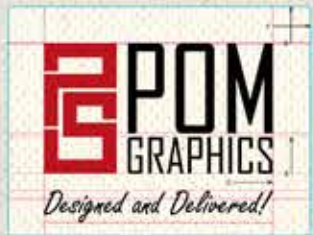
[illegible]





Primary Logo

Secondary Logo



Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone. Magenta indicates type and element alignment and boundaries.

COLOUR SPECIFICATIONS



Pantone Black
CMYK 100/100/100
#000000



Pantone 187C
CMYK 50/50/50/90 K2
#B22222

Colour Splits



Social Profile Images
Twitter, Facebook, Flickr etc.

DON'T ABUSE YOUR LOGO



DON'T CHANGE ELEMENT POSITION



DON'T VARY FONT OR SIZE



DON'T CHANGE ELEMENT SIZE



DON'T CHANGE FONT/COLOR

Pom Graphics



Pom Graphics Branding
Brand guidelines | Web design | Logo design | Business Card

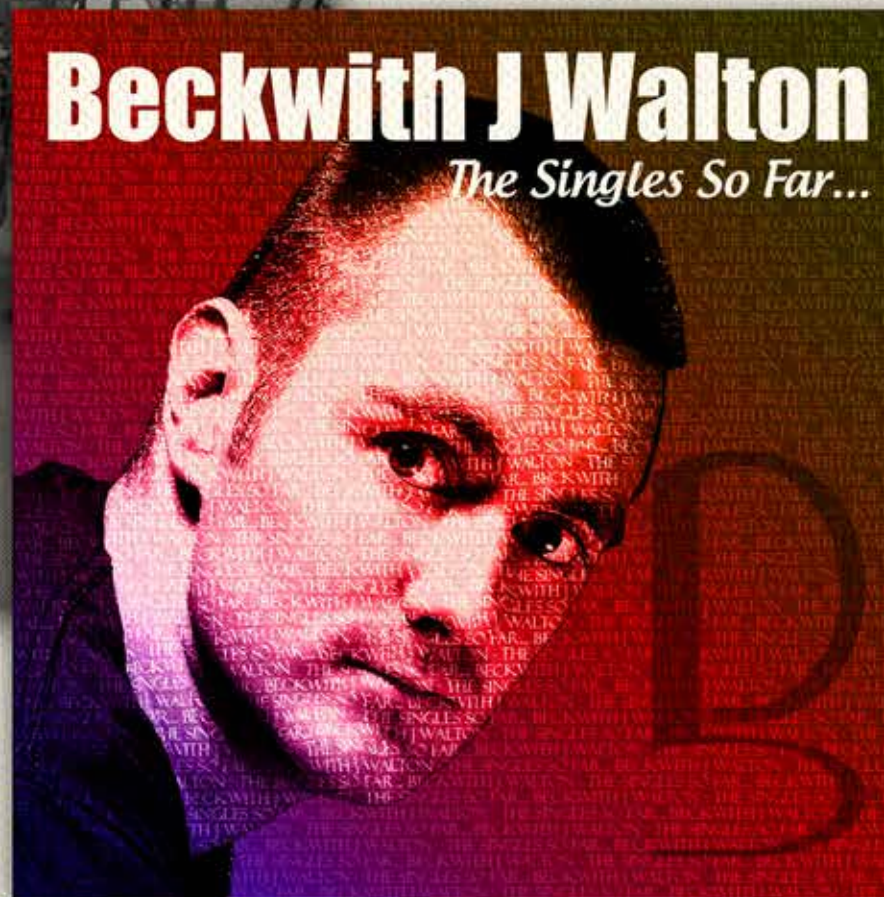
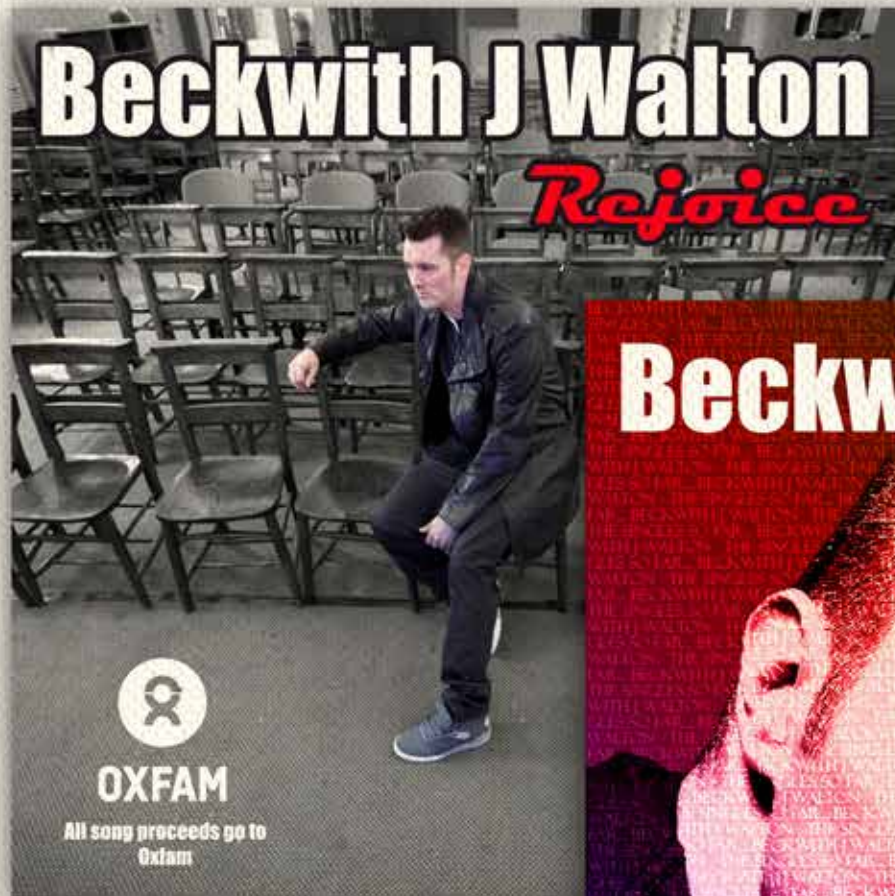


Faith Matters
Publication covers | Directory design

Krish's K creations



Krish's K creations Branding
Logo design | Business card | Packaging concept



Beckwith J Walton
Poster | CD covers | Logo design

B

Web design



Web design

3i Limited | Credit Limits International | S R Counselling

510.697.6887 | raj@bulapom.com | www.bulapom.com

Visit the website for a more extensive list of work