



Ravinder Basra

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## SUMMARY OF SKILLS

**Interface design:** visual design solutions for web pages, email newsletters, banners and chat applications, account pages, navigation systems, header graphics, ad units, icons, buttons, blog pages, email campaigns, newsletters and e-commerce forms.

**Web design:** design and production of websites using Dreamweaver, XHTML, CSS, Flash and JQuery.

**Print design:** visual design, layout and production of sales collateral, product literature, marketing materials, preparation of large multi-page books, newsletters, charts, visual material, large-scale posters, style guides, brochures, and publicity material for final full-color print process using Illustrator, Photoshop and InDesign.

## PROFESSIONAL

### DESIGN EXPERIENCE

**Web Graphic Designer (contract) 10/2011 to 12/2011**

**Levi Strauss & Co., San Francisco**

Duties involved concept design and production of a range of web assets for e-commerce including email newsletters from concept through to final delivery using HTML, extensive editing of images, including color correction, cropping and creative placement on a variety of banner sizes, optimization of images for web, design of landing pages and updates to current web sites.

**Web Designer (contract) 12/2010 to 2/2011**

**BeeBliss, California**

Duties involved editing existing web pages including design of new type treatments, layout of content areas, updating product image shots and production of online ads.

**Designer (contract) 5/2010 to 10/2010**

**CloudShare, Inc., San Mateo**

Duties included design and production of sales and marketing collateral, brochures, online ads, postcards, article reprints, web-based product demos and page layouts.

**Curriculum Designer and Coordinator (contract) 1/2010 to 2/2011**

**The BizWorld Foundation, San Francisco**

Duties involved designing and creating artwork for curriculum material, which taught school kids business skills. I designed layouts, charts, diagrams, newsletters, brochures, large multi-page workbooks, manuals and supplemental materials using Adobe InDesign, Photoshop and Illustrator, as well as coordinating production of curriculum kits with external companies and consultants. I also sourced and implemented stock imagery, undertook extensive photo editing and compiled images in Photoshop and Illustrator layouts for use in teaching and learning materials.

**Art Director/Web/Print Designer** 5/2009 to 6/2011

**Kenchez Hair Salon**, Wolverhampton, England

Duties involved the design and development of a website, logo and print collateral including stationery, promotional material including full-color flyers and posters, loyalty cards, appointment cards and price lists.

**Visual Interface/Web Designer** 2/2008 to 12/2008

**PlanetOut, Inc.** San Francisco

Duties involved the visual design of web pages, applications, graphical elements, headers, ad units, blog pages, e-commerce forms, email campaigns and newsletters, including production of page mockups from wireframes. Responsibilities also included updating style guides, producing icons and emoticons for use in chat applications, production of animated gifs, uploading status bars, masks, sourcing and editing stock imagery, preparation of Photoshop layout files for developers, which involved outlining detailed specifications of content areas, as well as generating assets in appropriate formats. I also participated in quality assurance and user testing aspects of site development, which involved generating documentation of feedback and extensive error reporting.

**Art Director/Web/Print Designer**

**Ava Apple**, San Francisco

4/2007 to 6/2008

Duties involved the visual design and development of new website, logos and associated websites for Latin Symbolics, Symbolic Mambo and Ava and Rodolfo. Final sites can be viewed online at [www.avaapple.com](http://www.avaapple.com).

**Freelance Web Designer**

8/2007 to 4/2008

**Flair Designs**, San Francisco

As a freelance designer, I worked on a range of web design projects, which involved production of animated gifs and web pages using CSS, XHTML, Dreamweaver and Flash.

**TEACHING  
EXPERIENCE**

**Adjunct Faculty (part-time)**

1/2010 to 12/2011

**City College**, San Francisco

**Duties:** I taught an intermediate graphic design and multimedia process and production classes. In the intermediate graphic design class students were taught concept development strategies through a series of assignments and exercises which demonstrated design process and application of key principles and visual theories to design projects.

The multimedia process and production class introduced students to key components of the process behind creating websites from concept design, pre-planning documentation such as project briefs, site maps, personas, wireframes, storyboards through to production using Dreamweaver, XHTML, CSS and final online delivery using FTP. A section of the class was taught online using Insight/Moodle content management system.

Responsibilities involved designing online, in-person and hybrid versions of courses and developing appropriate content for each, setting up group collaboration forums, assigning clients to student groups and supervising the re-design of existing websites to include improved design features, such as new logo/brand designs, page layouts, color schemes and navigational systems, as well as integrating technical aspects such as css, blogs, rss feeds and content management systems. Previously I taught an advanced multimedia production class where students worked in teams on real-world projects and with clients to produce websites.

- E-learning Adjunct Faculty (part-time)** **9/2009 to 12/2011**  
Academy of Art University, San Francisco
- Visiting Professor** **1/2008 to 5/2010**  
San Francisco Art Institute, San Francisco
- Adjunct Professor in Graphic Design/Animation/  
Media Arts, California College of the Arts, San Francisco/Oakland** **9/2007 to 5/2008**
- Coordinator/Assistant Professor of Graphic Design** **8/2005 to 8/2007**  
University of San Francisco, San Francisco
- Assistant Professor of Graphic Design** **8/2004 to 8/2005**  
University of San Francisco, San Francisco
- Professor of Computer Art** **9/1999 to 6/2004**  
Savannah College of Art and Design, Georgia

**EDUCATION**

- M.A. Visual Communication** (equivalent to an M.F.A. in the U.S.A.)  
University of Central England, Birmingham, U.K.
- BTEC Higher National Certificate in Graphic Design** (equivalent to an associate degree in the U.S.A.)  
Matthew Boulton College, Birmingham, U.K.
- BTEC National Certificate in Computers**  
Walsall College of Technology, Walsall, U.K.

**PROFESSIONAL MEMBERSHIPS**

- Board Member/Chair of Education** **6/2006 to 6/2008**  
AIGA San Francisco
- Judge (Motion Graphics)** **3/2006 and 3/2007**  
Promax/BDA North America and World Gold awards

**TECHNICAL EXPERIENCE**

Proficient in the following on Macintosh and pc platforms:

- |               |                  |                       |
|---------------|------------------|-----------------------|
| PhotoShop     | Illustrator      | InDesign              |
| Dreamweaver   | XHTML            | CSS                   |
| Fireworks     | Flash            | Basic ActionScripting |
| WordPress     | Microsoft Office | After Effects         |
| Final Cut Pro | SoundTrack Pro   | 3D Studio Max         |