

# SONALI SHETH

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- **Hello!** I have extensively worked over 8 years and specialized in the field of Brand Design, Graphic and Digital Design, Consumer Packaged Goods (CPG), Packaging Design, Healthcare, Retail Solution, Tradeshows and Mainstream Advertising.
- I am a result driven, self-motivated and resourceful brand designer, with an ability to successfully translate desired briefs, messages, concepts, and underdeveloped ideas into beautiful finished designs.
- I possess an ability to see the big idea and continually develop new and inspiring approaches to a brief, as I have an experience of working in and contributing to a creative environment alongside designers, copywriters, content strategists, user experience specialists and interactive developers.
- Active team player with excellent communication, presentation, management and leading skills.

## DESIGN PROFICIENCY -

- Designing Identities and Brand Language
- Logos, Stationary & Brand Manuals.
- Packaging Design
- Prints & Collaterals
- Market Research, Strategy and Conceptualization
- Retail Solutions
- Store Designing
- Web Designing
- Mainstream Advertising
- Technical Knowledge of Printing and Processing

## SKILLS -

- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe InDesign CC
- Adobe Flash,
- Adobe After Effects,
- HTML5,
- CSS.
- CorelDraw.

## SOFT SKILLS -

- Solution Provider
- Attention to Detail
- Team Player and a Good Team Lead
- Handle Short Deadlines Efficiently

## EDUCATION

Multimedia Technology Certificate	2014-2016	Richland Community College- Dallas, Texas (U.S.A)
4Yrs Bachelors in Applied Arts	2001-2005	Sophia Polytechnic and B.D.Somani (India)

## WORK EXPERIENCE -

### Argon Medical (U.S.A.)

### Team Lead - Graphics and Marketing Coordinator

August'16 – Current

Argon employs approximately 1,200 employees worldwide, and is committed to continuing its growth as a world-class manufacturer of specialty medical device business. Conducts more than 20 conventions and tradeshows to display their products to physicians and hospitals.

#### Responsibility:

- Being the team lead, I directly work with the VP of global marketing team. Conceptualize the themes and design the graphics for trade shows, National sales meetings, product launches and similar events.
- I handle the designs for all marketing and promotional materials including print collaterals like product brochures, catalogs, box/packaging graphics, to new product branding and launch event graphics.
- I prioritize and juggle multiple projects, from designing to final print work, arranging registrations and bookings for trade shows to their graphic executions all within short deadlines.
- **My soft skills to conceptualize, coordinate, prioritize and attention to the details in all my projects of print, digital designs, and tradeshow works has added advantage into all my project final outcome.**

**Clients/Projects Handled:** Conceptualized for the national sales meeting, and executed their all collaterals, trade show booth graphics for a recent symposium, designed product catalogs, brochures and magazine ads to be displayed in health care magazines. Designed brand identity for their new product release.

## **Outlines Design Company (U.S.A.)**

**Founder**

**Jan'15 – Current**

I started working as a freelancer under the name of **Outlines Design Company - [www.outlinesco.com](http://www.outlinesco.com)** in **Dallas, Texas (U.S.A.)**

Being the only person to handle the given project, I managed everything from the start till end.

To explore further into the world of design, I took up a certificate course in multimedia technology – here I took up basics of **Animation, HTML5, CSS, Digital Design and E-Commerce**. Hence to manage both, my schools as well as my professional design practice, I quit my previous company and founded a new one.

### **Responsibility:**

- Being the sole proprietor, I manage every little detail on a project, from briefs to final artwork.
- Showcase excellence in my work output through expert market research, innovative & creative concepts across all media.
- I have an ability to prioritize and juggle multiple projects within tight deadlines.
- **My knowledge of design disciplines including layout, typography, imagery & color, branding, packaging, graphic, print and digital designs, brochures and direct mailers** which makes my work appreciated by all clients.
- The brand language created for a high end handbag company, made them achieve a raise in their sales by 35%.
- I always aim to come up with an apt solution for the brand rather than just an aesthetically designed artwork.
- Create strategies that play a critical role in marking a strong differentiation within the category.

**Clients/Projects Handled:** Ideating, conceptualizing, designing and presenting for brands like **7H Studio- an interior design firm, Code- a high end handbag brand, Quick Meals- a dehydrated food manufacturing company. Stotra – a handloom saree boutique, Little Delights – ecommerce portal for baby wears, and Ganache – premium chocolates.**

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## **SandSmith Brand Consult (India)**

**Design Partner**

**Jan'12 – Dec'14**

Along with 2 other partners, I started SandSmith Brand Consult Pvt Ltd. Based in Mumbai and Delhi (India).

In a short span of time, we painted big pictures, and had designed for some big known brand names, like **Promart, Bikaji, and Wockhardt**

### **Responsibility:**

- I headed the Mumbai team, as I played a big role in this firm.
- I designed the entire project work single handed, from mood boards to the final artworks.
- I delved deep into category research and worked towards building insights.
- To survive the stiff competition, we were successful to bag some good brand names in our kitty.
- Translated complex concepts and data into compelling visuals for media outreach.
- Developed design deliverable that elevated, differentiated and functioned on-brand and on-strategy.
- Mentored new members of design staff during on boarding.
- **Developed and presented a lot of branding, web design, packaging, and retail store, graphic and digital designs.**
- Collaborated with vendors to ensure style consistency with other marketing materials.

**Clients / Projects Handled:** Brands like **Promart, Prolange, Bikaji Snacks, Zync Mobile, Prolange, Wockhardt U-Tourizmo, Tute Consultants and a few more that formed our clientele.**

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## **Karigari Design (India)**

**Senior Brand Designer**

**Nov'11 - Jan'12**

Karigari Design Inc is a multi-disciplinary graphic design consultancy.

Provides design services across the full spectrum of graphics, logo identity, packaging and communication medias.

### **Responsibility:**

- Translated discussions into leading on-demand design layouts for brochures and print collaterals.
- Designed advertisements, tradeshow banners and signage from concept through completion.
- Worked with internal clients to determine strategy and design for annual marketing campaigns.
- **Conceptualizing and experimenting with other digital medias and printing techniques.**

A small to team to work but having the judge of DND as my group head, I got my hands on some great design approach.

**Clients/Projects Handled:** Worked for clients such as **Gujarat Tourism brochures, Locus Brochure Design Company, a coffee bar in Delhi named Espresso Grill, Giraffe Art Gallery, a known jam making company- Mala's, to name a few off the list.**

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## DYWorks (India)

Junior to Senior Brand Designer

July'07 – June'11

DYWorks is one of India's first and largest Branding & Strategic Design firm, with some of the best blue chip companies like **HUL, Godrej, Marico, Air India, Danone, Pfizer, Heinz, Nerolac, Diageo, Hershey's** as its clients.

### Responsibility:

- My work at DMA Yellow Works involved providing a complete branding solution to our clients.
- **I played an important role from attending client meetings, market research, designing brand identities, brand architecture, brand manuals, retail solutions, packaging, advertising, graphics and digital designs, finally ending with supervising online printing.**
- Attended and always planned a market research for better understanding of consumer behavior and market dynamics.
- Created visual architecture and arrived at a brand relationship spectrum, that spells out master brand - sub brand - variant dynamics, and help create a consolidated effect on the shelf with all variants put together.
- Designed retail solutions that enhance brand visibility at various consumers touch points in creative and refreshing ways.
- **Created an overall brand language for the entire range of products within the Company's print and digital portfolio.**

**Clients/Projects Handled:** Worked for clients such as **Godrej Cinthol, HUL Liril2000, Wheel, Taaza, Surf Excel, ITC Sunfeast –Instant Pasta and Yippee Noodles, Future Group's sports apparel label – Spunk, Navras - Jewelry Store, Future Group's retail labels-Tasty Treat-Pasta and Taste ka Hungama, Fresh n Pure, Future Supply Chain Godrej No.1, Marico- Parachute, Saffola, Johnson & Johnson - Ayurvedic Massage Oil and many more.**

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## Contract Advertising (India)

Visualizer

Dec'05 – July'07

The sister concern of **J Walter & Thompson, Contract Advertising**, is ranked as one of the top five advertising agencies in India. Some brands that make its clientele list are **Shoppers Stop, HSBC, Disney, Asian Paints, Cadburys, Morphy Richards, and JW Marriott**

### Responsibility:

- Contract Advertising, a place where I started as a fresher and got to be exposed to the mad ad world.
- Here I got to learn about ad campaigns across print, TV, radio mediums, BLT collaterals and merchandise.
- **Designed advertising campaigns across print, digital, television, radio and online media for various brands, which were often further supported by marketing collateral's like events, posters, flyers and newsletters.**
- Created campaigns and marketing material for **event promotions, product launches and PR activates.**
- **Conceptualized and developed innovative direct mailers for select brands using unconventional products.**
- **Experience in: POS, merchandising, press, outdoor, DM, brochures and digital designs.**
- **Designed healthcare visual aids, brochures and tradeshow collaterals**

**Clients/Projects Handled:** My first day at work started from designing a concept board for **Parle- Hide n Seek** biscuits, to later in the months - taking charge of launching a nationwide campaign for **Disney's - Power Rangers**. Worked on Brands such as- **Cadburys Halls** Campaign, **Disney Jetix - Power Rangers** promos, campaigns along with set designs for its event, **Asian Paints Royale**, and worked for pitches also- for **Tractor Emulsion, Kara**, and a few more.

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## **AWARDS**

### Professional Achievements

- Nominated at PENTAWARDS for the work done for SPUNK (A Future Group's Sports Apparel Brand). This design has been printed in the Taschen Book.
- Silver award for Hershey's – for market innovation in retail in NEWYORK INTERNATIONALIST.

### Academic Achievements

- Best Students award- rotating trophy
- Best 3D application award
- Pidilite Cash Prize For Best 2D Design
- 1<sup>st</sup> prize in Best Conceptualization' at Adnomers- an inter college competition at Sydenham College.

- 1<sup>st</sup> Prize in T-shirt designing competition held in college by Tantra
- Silver Award for Oxford Dictionary Campaign
- Best Illustration Award
- Best Copy Award
- Portfolio nominated for CAG

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**THANK YOU!**