



JOANNE DeBRASS



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GRAPHIC/UI/UX DESIGNER, ILLUSTRATOR, WRITER

PROFILE

A **creative professional** with a passion for all things artistic.

Education & many years of work experience in **Graphic Design, UI/UX/mobile app design, illustration, writing.**

Strengths include a finely honed artistic talent, technical expertise, team leadership, a commitment to quality, great work ethic and excellent written and spoken English.

CONTACT

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☎ +91 97425 98193

🌐 <http://joannedebrass.com>

Residing in Bangalore, India

EDUCATION

Bachelor of Fine Arts (Applied Art) 1989 -1993
from College of Art, Delhi, India. 1st Rank

Web Development (HTML4 & 5, CSS3) 2015
from Aptech, Bangalore. Distinction.

Digital Animation Management Certificate 2007
British Columbia Institute of Technology, Canada.
87% - Honors

O-Level Certification (Art) 1987
from University of London. Grade: A

AWARDS & ACHIEVEMENTS

- Won a **Silver Abby** Advertising Award in Mumbai, India in the Trade and Promotion Development category for a brochure for the Taj Group of Hotels.
- **Internal Creative Award** at J Walter Thompson for the Launch campaign of Lipton Yellow Label Tea.
- **Successful Launch Ads** for: Lipton Tea, Head & Shoulders
- Secured multiple clients for many agencies with **successful pitch ad campaigns**: Jet Airways, Wipro Infotech, Lipton Tea

COMPUTER SKILLS

Design Software: Expert in Photoshop, Illustrator, InDesign.

Intermediate skills: CorelDraw, Dreamweaver, PageMaker

Web skills: HTML4, HTML5, CSS3 (basic knowledge)

3D Software: Maya 8.5, Softimage XSI 6, Z Brush 3.0

Other: MS Word, Power Point, Combustion 4, Audacity

Operating Systems: Windows, Mac

PROFESSIONAL SKILLS

Graphic design, Ui/Ux/Mobile App design, Web design

- Client & vendor interaction; design requirement evaluation, brainstorming & strategic planning, **team management**
- **Graphic design:** Concept, layout, design & production of:
 - **Advertising communication** for print, web & social media
 - Logo design, corporate identity, brand image development
 - Print: Magazine, catalogue, brochure, book, annual report, poster, point of sale items, product packaging
 - **Digital graphics**, icons, infographics, web ads & banners
- **Pre-press operations** for print, artwork production & supervision of final printing operations
- **UI/UX:** User Interface Design and User Experience Design for software & mobile apps: wire-frames & flow charts; icons, buttons, graphics, skins for software interface, splash screens
- Expert in **editing of digital images** & graphics in Photoshop
- **Illustration:** Hand-drawn & Digital: commercial & technical
- **English skills:** Writing for advertising and web content
- **Web design** (basic) skills using: HTML4, HTML5, CSS3.
- Storyboarding, **Art-direction**, lighting, set design, styling for: Ad films and Photo shoots of products & people
- Digital photography skills
- Designing communication & exhibition space for product launches/fairs/trade shows/conferences/store interiors
- Marketing **presentations** for sales team; administrative skills
- Creative **team leader**, mentored juniors, handled vendors
- Strong organizational skills, effective communicator
- 3D skills: Modelling/texturing/lighting: Environment & Props
- Related Skills: Human figure drawing & sketching, Hand-drawn 2D Animation



JOANNE DeBRASS



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GRAPHIC/UI/UX DESIGNER, ILLUSTRATOR, WRITER

WORK EXPERIENCE

JOB TITLE & COMPANY

- **FREELANCE GRAPHIC DESIGNER and ILLUSTRATOR**
Bangalore, India. 2015 till date
- **CREATIVE CONSULTANT at DIGITAL JUICE ANIMATION & CREATIVE GENIUS SOFTWARE** (associated company)
Bangalore, India (US-based company)
2009 - 2014
- **SENIOR GRAPHIC ARTIST at KOSTKLIP MANUFACTURING,**
Port Coquitlam, BC, Canada.
2005 - 2006
- **SENIOR ASSOCIATE- CREATIVE at DIGITAL JUICE ANIMATION,**
Bangalore, India (US-based company).
2004
- **CONSULTANT- ART at J WALTER THOMPSON (formerly HTA),**
Bangalore, India.
2001 - 2003
- **ART DIRECTOR at these ad agencies:**
 - **1. NETWORK ADVERTISING,**
Mumbai, India. 1999 - 2001
 - **2. EURO RSCG,**
Mumbai, India. 1998
 - **3. SAATCHI & SAATCHI ADVERTISING,**
Mumbai, India. 1995 - 1998
- **VISUALIZER (Joined as Trainee) REDIFFUSION, DENTSU, YOUNG & RUBICAM,** Mumbai, India. 1993 - 1994
- **SUMMER TRAINEE** Internship during college

JOB RESPONSIBILITIES

- Brand imaging, concept, graphic design & production of communication for print/web/mobile. Digital illustration & UI.
- Writing in English for print/web content, creative writing.
- Brand imaging, concept, graphic design & production of Advertising for web/print/social media.
- UI/UX design for the Juicer software, & mobile apps: flowcharts, wireframes, buttons, icons & skins for software.
- Web graphics, banners, splash screens, newsletters.
- Concept, graphic design, layout & production of printed product catalogue and print/web Advertising.
- Also responsible for technical illustration, digital photography, image editing of products & writing.
- Brand imaging, concept, graphic design & production of Advertising for print/web/social media.
- Headed a 3-member print media/photography team for the production of the in-house magazine.
- Concept, design & production for print Advertising, Art direction of photography & TV commercial shoots.
- Accounts handled: Kingfisher Beer, Pepsi & Kabab Korner promos, Wipro Infotech, Knorr Soup, Successful launches of: Lipton Yellow Label Tea Bags, Ganjam Jewellers, ProcessMind & Scandent Group.
- Concept, design & production for print Advertising, Art direction of photo shoots: products and people.
- Accounts handled in Network: Jet Airways, Aristocrat luggage, Ace, Tata Infomedia, Tata Donelley press & Thomas Cook. Pitches for: SBI, Tata Infotech, Dupont.
- Accounts in Euro RSCG: Cidade de Goa Resort, Philips and Merrill Lynch Mutual Funds.
- Accounts handled in Saatchi: Servo Engine Oil, P&G-Head & Shoulders Shampoo Launch, Emoform Toothpaste, Indian Express Group & NavinMail phone card. Pitch campaigns for Essence lingerie & Sony TV.
- Accounts handled in Rediffusion DY&R: Taj Group of Hotels - Goa, Colgate Toothpaste,

OTHER INTERESTS

Latin dancing, sketching, digital painting, crafts, apparel/accessory/interior/jewellery design, music, painting, photography and travelling.

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