

SANDHYA MORAES

GRAPHIC DESIGN/INTERACTIVE
sandhya.moraes@gmail.com
917.345.7368 | sandhyamoraes.com
<http://www.behance.net/sandhya>

EXPERIENCE

Yodle Inc. • Visual interaction Designer Feb 2010 to present. New York
Create presentation design, internal design documents, banners.

IGNITE NYC • Art Direction/Graphic Design & Content Manager Aug 2009 to present
Executed brand redirection, website UI+online media outreach. Designed posters & graphics.
Manages and maintains Ignite website and content: video, graphics and copy.

NYU CSAAH's DREAM Project • Multimedia Strategist. Aug 2008 to April 2009. New York
Produced interactive web presence with mobile phone social networking capabilities. Provided multimedia narratives, advertising strategy, including complete branding, information architecture, and web UI design.
Directing DREAM on information architecture, production & media for South Asians at high risk for diabetes.

R/GA + Parsons Fashion Show • Sound & photography creative. Feb - May 2009. New York
Directed on-location Ellen Tracy, Swarovski photo shoot and led creative management, as well as sound design and production. Created the benefit show's photo presence.

DRAFT FCB • Interaction & visual designer July - Aug 2008. Mumbai
Successfully pitched for KamaSutra condom brand + BajajAllianz. Collaboratively reated BajajAllianz insurance online portal concept. Designed innovative dissemination concepts for Mahindra Lifespaces and SunDropHeart oil that received a Bisexual Award.

Indo-American Arts Council • Festival Graphic Designer Oct - Nov 2007. New York
Creative management for film festival production materials, directing interns and handled production workflow. Created print and digital branding, look and feel, and advised IAAC on future collateral directions which were implemented.

OfficeLinks • Design Consultant Sept 2006 - Mar 2007. New York
Designed comprehensive marketing collateral for 3 office centers. Structured customer-service representative training, enhancing focused execution of responsibility. Increased efficiency and access by creating company's data organization module for 80+ clients.

SHAPE OF CHANGE Web GUI and Social Media outreach May - Aug 2009
Creating GUI prototypes, connecting to specific ethnic communities to accomplish interviews for the art project, and implementing website look, feel and branding.

TRANSPORTME Game for MTVuTHINK/PETLab April 2008
Prototyped, iterated & implemented strategy for pro-social game. Inculcated awareness of socio-economic class affecting rates of pollution. Created the game's visual elements + design.

CONNECT Palmcard for Anti Violence Project Mar 2007
Conducted research for content, design for community specific card to create a resource for the NYC community. Designed graphics and directed pre-press and post-production for cards.

FIERCE! NYC Benefit Concert Event Posters April 2007

PrometeoNetwork Logo and brochure Feb 2007
Translated Italian to English, prototyped logo in collaboration with Italian design team, designed brochure's layout. The brochure propelled the organization through conferences and increased publicity.

Eickholt Gallery • PR and marketing Aug - Sept 2006. New York
Conducted pre-show public relations that led to a higher guest turnout at the show.
Created floor layouts and installation of art pieces.

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EDUCATION

PARSONS SCHOOL OF DESIGN

MFA Design & Technology 2009. USA

ARCADIA UNIVERSITY

BFA Graphic Design + Minor in Italian 2002 - 2006. USA

ACCADEMIA ITALIANA

Design & Visual Communication/Study Abroad Spring 2005. Italy

SKILLS

Poster+Logo design, Branding and Identity, Typography, Illustration.
Digital/Analog Photography, Visual/Web GUI, Community Design
Design Research+Development, Social Media Strategy+Campaigns

PROGRAMS / LANGUAGES

Adobe Illustrator, Photoshop, Indesign, Aftereffects
Dreamweaver, HTML, CSS, ProTools, Audacity
Wordpress, Microsoft Office. Mac OS X + Windows XP.
Fluent in Italian and Hindi

AWARDS/HONORS

Parsons Graduate Dean's Scholarship 2008 & 2009
MFADT Student Council Chair for Class of 2009, Parsons
Board of Trustees , Arcadia University Fall 2004
Chancellor, Student Government Organization Fall 04
President, International Club Aug 03 - May 04
Arcadia Student Biennial Inaugural Exhibition Spring 2006
Distinguished Scholar 2004 & 2005
Campus Leadership Recognition Scholarship 2006

REFERENCES

Yodle Inc: Kane Albarron

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Ignite NYC: Tikva Morowati

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NYU DREAM Project Co-ordinator: Krittika Ghosh

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"New Media for NonProfits" : Karen Schrier

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