

✉ me@nellidesign.com

☎ +91 9447 127 222

🌐 Online Portfolio:

[behance.net/riasnelli](https://www.behance.net/riasnelli)

[www.nellidesign.com](http://www.nellidesign.com)

# MUHAMMED RIAS A

Graphic / Web Designer & Photographer



## PERSONAL SUMMARY

A highly talented, driven and flexible graphic designer with a proven record of delivering creative and innovative design solutions. A proven ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed timescales. Able to work as part of a team with printers, copywriters, photographers, other designers, account executives, web developers and marketing specialists.

Now looking for a suitable graphic designers position with a ambitious and high profile company.



## WORK EXPERIENCE

October 2013 - Present

**TECHSPINE SYSTEMS PVT. LTD., Infopark, Kochi, India.**

**Senior Graphic Designer**

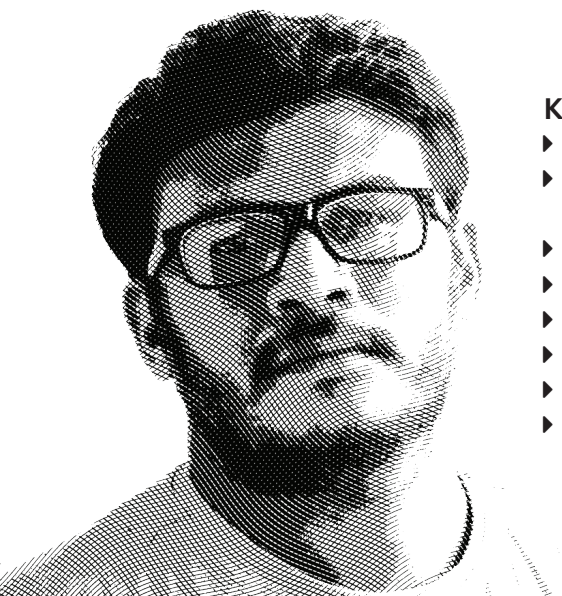
Developing concepts and artwork, creating graphic design solutions from concept through to completion. Responsible for developing and creating both Print and Web design for a wide range of print and online campaigns, social networking publications and advertising.

## DUTIES

- ▶ Managing, producing and designing projects from brief to fulfilment.
- ▶ Designing & creating marketing & e-marketing materials on a range of projects.
- ▶ Ensuring consistency in a clients corporate and promotional brands.
- ▶ Presenting finalised ideas & concepts to clients, colleagues and senior managers.
- ▶ Answering queries from clients.
- ▶ Creating original artwork for short and long term projects.
- ▶ Involved in designing advertisements, brochures, handouts, flyers and online graphics.
- ▶ Working with a range of media, including photography, to create final artwork.
- ▶ Designing pitches and presentations for the sales teams.
- ▶ Keeping up to date with new software, post-production techniques & industry trends.
- ▶ Producing graphic content for site re-skins, page layouts, email designs, site graphics & static & Flash banners.

## KEY SKILLS AND COMPETENCIES

- ▶ Innovative, highly creative, good at thinking 'out of the box'.
- ▶ Keeping abreast of relevant new techniques in design software, media & photography.
- ▶ Experience with catalogue, brochure and magazine design.
- ▶ Willingness and ability to work independently and as part of a team.
- ▶ Able to work under pressure, meet deadlines and multitask.
- ▶ Highly organised and able to prioritise own work schedule.
- ▶ Able to work within brand and design guidelines.
- ▶ Excellent graphical skills, creative flair and good colour sense.



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August 2010 - September 2013

**ECO CREATIVE AGENCY, Kochi, India.**

**Senior Graphic Designer**

While at 'ECO' I was given a unique opportunity to see and participate in projects ranging from identity and large graphic systems to posters, publications, packaging and exhibits. This exposure has given me a new appreciation for marrying the discipline of design to solving a myriad of design challenges. Not only was the learning experience extraordinary, but the exposure to process and the balance of client and designer relationships was unparalleled.

### **DUTIES**

- ▶ Design and produce marketing communications (print and digital) pieces for a wide variety of clients.
- ▶ Collaborate with creative team, internal account teams and clients to develop creative solutions and then translate those solutions through a variety of channels.
- ▶ With the project manager, is responsible for creating accurate costings and delivering programs within budgets.
- ▶ Stay current on industry trends.
- ▶ Mentor other designers (staff, freelance, interns, etc.).

### **KEY SKILLS AND COMPETENCIES**

- ▶ Proactively recommend creative communications for marketing proposals
- ▶ Work with internal business partners to ensure that a creative theme is included throughout all presale proposals.
- ▶ With the project manager, provide accurate price quotes to meet client budgets while maintaining Motivation pricing guidelines.
- ▶ Attend meetings as assigned.
- ▶ Design of marketing communication pieces including overall theme development, individual piece designs, etc.
- ▶ Manage production of all print pieces from conception to completion.
- ▶ Maintain quality check on all pieces.
- ▶ Creatively seek out new products and maintain cutting edge industry knowledge.

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October 2007 – July 2010

**Centre for Development of Advanced Computing (C-DAC),**

**Govt. of India, Chennai, India.**

**Graphic Designer**

Worked with C-DAC corporate communication team for various Projects. Responsible for managing, developing and designing all online & offline programs, marketing collateral.

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December 2006 - September 2007

**Effects Media Design, Trivandrum, Kerala.**

**New Media Designer**

At Effects Media my main task is to support Effects's brand and the team from a design and creative stand point. I work on numerous projects such as UI and UX for Effects Media Design.

**Freelance Identity Strategist and Designer (2005 - Present)**

Work with both independents and companies to establish new brand identity or remarket and rebrand already established organizations.



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## 📁 MAJOR PROJECTS

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**Duration** February 2014

**Project Name** FreePT.com

**Company** TechSpine Systems Pvt. Ltd.

**Team Size** 8

**Location** Kochi, IN

**Details** Website for a Helthcare Soluton brand based in US

**Role** Website design, Development

**Skill Used** Set-up with Wordpress Platform & Mailchimp Integration.

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**Duration** November 2012

**Project Name** LiveNewage.com

**Company** Livenewage Media (P) Ltd.

**Team Size** 3

**Location** Kochi, IN

**Details** Online edition of Kerala's first & the only Malayalam Business Daily

**Role** Website design, Development and Daily News Updates with email

**Skill Used** Set-up with Wordpress Platform & Mailchimp Integration.

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**Duration** September 2012

**Project Name** Brain Boards - I Phone Memory Game

**Company** VIPS International Ltd

**Team Size** 4

**Location** Kochi, IN

**Details** I Phone memory game with World Ranking

**Role** Conception, Design and Implimentation of User Interface Design.

**Skill Used** Adobe Design Premium CS6 Package

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**Duration** December 2011 – Present

**Project Name** Plant Visualization

**Company** Daimler India Commercial Vehicles Pvt. Ltd

**Team Size** 3

**Location** Chennai, IN

**Details** Conception, Design and Development of Plant Safety & Energy Poster and Implimentation.

**Role** Concept & Design every Plant process from actual situation and its convert in to a graphical presentation.

**Skill Used** Adobe Design Premium CS5 Packages & Photography

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**Duration** October 2007 – July 2010

**Project Name** Corporate Communication Team

**Company** C-DAC, Chennai

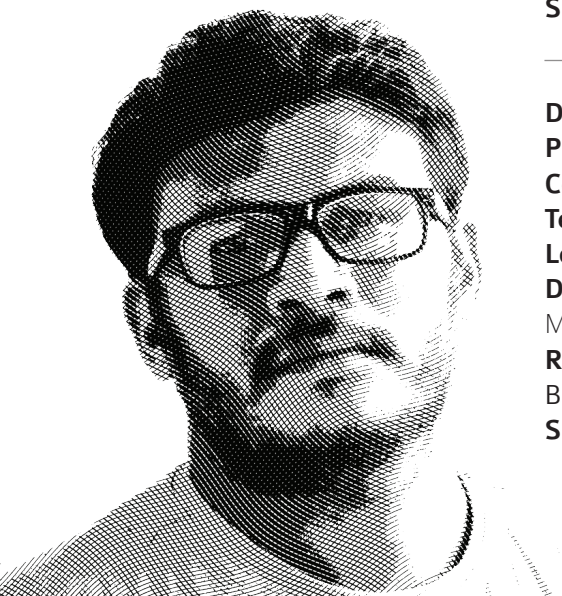
**Team Size** 5

**Location** Chennai, IN

**Details** Conception, Design and Development of Promotional and Presentation Materials for Various Projects.

**Role** Designed Project logos and made Promotional & package materials like Brochure, Flyer, Displays, DVD pack & Labels and Posters.

**Skill Used** Adobe Design Premium CS3 Packages, CorelDraw X3, Gimp and Inkscape.



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**Duration** January 2008 – June 2008

**Project Name** 1. BOSS Desktop - A Linux based Indian Operating System.

2. BOSS - Server System.

3. BOSSedu - Educational version of BOSS

**Company** C-DAC, Chennai

**Team Size** 15

**Location** Chennai, IN

**Details** Conception, design and development of User Interface Design & Promotional Materials and webpage interface and workshop materials for BOSS Various Editions.

**Role** Designed System Icons, Desktop wallpapers, Splash Screens, Application logos. Also made Promotional & Package materials like Brochure, Flyer and Posters for BOSS.

**Skill Used** Adobe Design Premium CS3 Packages, CorelDraw X3 and Gimp

## EDUCATION

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I find the internet, with its vast library of information, to be one of the greatest places to research, study and expand my skill set.

### **Post Graduate Diploma in Multimedia Designing**

Field of Study: Multimedia Production.

Centre for Development of Imaging Technology(C-DIT), Trivandrum, India

### **Bachelor of Business Studies (BBA)**

Field of Study : Business Studies.

NSS College, Nemmara, Calicut University, Kerala.

## DESIGN QUALITIES

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Thorough and meticulous

Fast and able to work under pressure

Capable of doing a massive range of styles rather than just my own

Ability to stick to the creative brief and other guidelines

Excellent knowledge of design and typography

## PERSONAL QUALITIES

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Friendly, inquisitive, hardworking, funny, eager and passionate

I'm in excellent health and a non-smoker

## HOBBIES AND INTERESTS

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All facets of design, art, photography, computers, technology, music, movies, gaming and traveling.

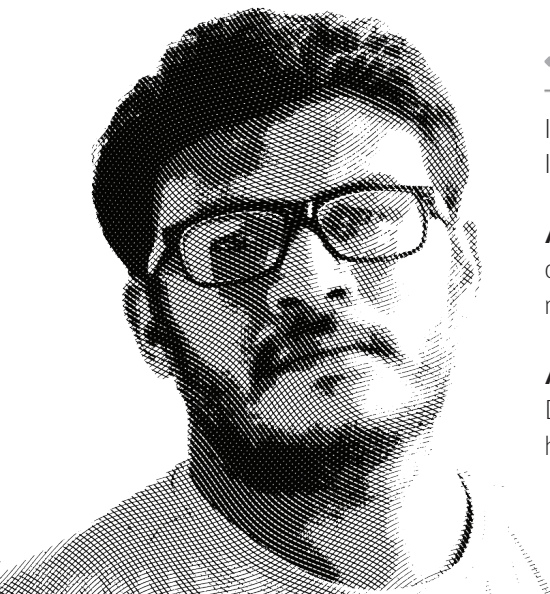
## SOFTWARE PROFICIENCY

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I have extensive knowledge of many software applications. Listed are those which I use on a regular basis.

**Adobe Photoshop** I have been using Photoshop extensively since 2002 and consider myself to be an expert user. I use Photoshop for creating layouts for most of my designs as well as retouching and manipulating photos.

**Adobe Dreamweaver** I've used a range of HTML authoring software but Dreamweaver has been my choice for 7 years. When necessary I can also handcode.



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**Adobe Illustrator** Although I am more comfortable with pixels rather than vectors, I have had plenty of experience creating layouts, illustrating and designing with these applications.

**Adobe InDesign** This is my preferred application when it comes to laying out multiple page documents, though I have some knowledge using Quark Express too.

**Adobe Flash** I have created many diverse projects in Flash including websites, games, galleries, banner advertisements, CDROMs and Presentations.

## ☐ TECHNOLOGICAL PROWESS

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I have pretty good knowledge of the following technologies:

**Windows/Mac**

**HTML5 / CSS3, Wordpress, PHP, MySQL,**

**Email Newsletter, Flash Actionscript, Javascript.**

**Social Network Marketting**

Thanks for taking the time to look over my curriculum vitae.  
If you haven't already done so then please visit my portfolio at:  
**www.nellidesign.com**

I look forward to hearing from you soon.

**Muhammed Rias A**  
me@nellidesign.com

## PERSONAL DETAILS

Muhammed Rias A  
Nellikodu Veedu  
CK Kunnu, Vandazhy Post  
Palakkad, Kerala  
India - 678706

M: +91 9447 127 222  
E: me@nellidesign.com  
B: 11/01/1982  
Nationality: Indian  
Passport No: K3041027

