

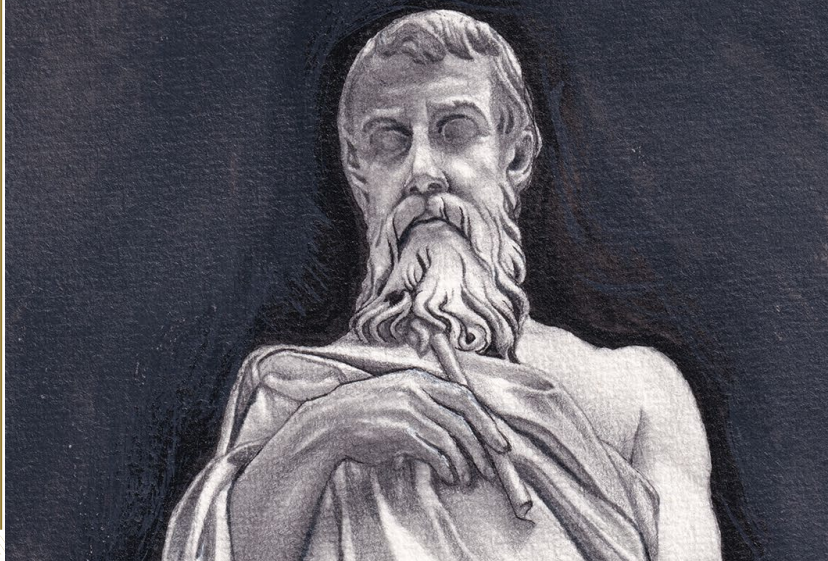
Jay Pardhy

Graphic Designer | Fine Artist

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Diploma in Communication Design | Design & Arts College of New Zealand **2008 - 2009**

Bachelor in Graphic Design | Raffles Design Institute, Mumbai **2010 - 2011**

Diploma in Digital Painting | FX School, Mumbai **2014 [Jan - Nov]**

Professional Summary

I am a life-long Artist, and a Graphic Designer by profession. I live to draw, paint, conceptualize and solve design-related problems. Working in a variety of settings such as two magazines, an ad-agency, a startup, and on freelance basis has imbued me with vital lessons and experiences in graphic design. I have worked on Logos & branding, album covers, editorial design, elements for web design, and storyboards for short-films (among others). Those freelance experiences have furthered and expanded my repertoire both as a designer and artist - and taught me the value of maintaining and cultivating client relationships.

Work Experience

Feb 2011

Graphic Design Internship
Vogue Magazine

Jan 2012 - April 2013

Freelance Graphic Designer
Condé Nast Traveller India Magazine

Magazine layouts, editing images within pages for in-house stories from writers who traveled the world reviewing idyllic locations and hotels. Worked on page layouts for the magazine on feature articles and various different sections which include advertisements and shopping lists for the prospective traveler (the core demographic of the magazine audience). Design responsibilities also consisted of creating advertisements for external clientele, including national tourism agencies, hotels among the likes of The Marriott, Radisson and The Hilton, as well as high end fashion apparel and consumer products (watches, perfumes etc.). Primarily used Adobe InDesign and Photoshop.

June - Dec 2013

Junior Graphic Designer
Top Gear India Magazine

Worked on magazine layouts and illustrations including maps, renders of automobiles, headlines and articles, tables and comparison charts involving different sections of the magazine etc. Typography and page layouts were the major components of the job, and the magazine comprised of several sections with their own unique design and theme. I also had to conceptualize a cartoon for two articles (each), which would summarize the content in a caricaturized and humorous way.

Dec 2014 - Aug 2016

Illustrator / Graphic Designer
Freelance

I spent the majority of 2014 (Jan - Oct end) at FX School, learning Digital Art. After finishing that course, I freelanced as a Graphic Designer for the next year-and-half. I worked on illustrations, website related projects designing elements, logos, posters & brochures, and print ads. Also took up a few commissioned graphite-drawings.

Sept - Dec 2016

Illustrator / Graphic Designer
Qat's Whiskers (Shashi Sumeet Innovations)

An ad-agency. Creating rough concepts to finished art works for Ad briefs. Storyboarding was seldom involved, graphic design know-how and an advertising perspective was heavily required for most illustrations. This job was more oriented towards conceptualization and illustrations for advertisement briefs. The parent company (SSI) would also have briefs sent to us. These would include branding and various design elements for TV shows which they produced. Used Adobe Photoshop, Illustrator and Wacom tablet.



Adobe Photoshop



Adobe Illustrator



Adobe InDesign

+ Wacom Cintiq / Intuos
+ Traditional media
[Graphite, Ink, Watercolour & Oil]

Technical Skills

- 12 years of experience with Adobe Photoshop & Illustrator softwares.
- 10 years experience working on Wacom pen-tablets for drawing/painting.
- 20 years of experience working with various traditional media such as Graphite, Ink, Oils and Watercolours.

Professional Skills

- Worked in a variety of settings such as Magazines, an Ad-agency, a startup, and on freelance basis.
- Conceptualization and design problem-solving skills.
- Illustration ability using various traditional media as well as digitally.
- Understanding of Print and Web design
- Ability to interact / negotiate / present to the client with utmost fluency.

Personal Skills

- Extremely fluent in spoken and written English, with an overall score of 8.5 in IELTS.
- Recently completed B1 level French at the Alliance Française de Bombay.
- Musician / Guitar player for about 15 years with 2 recorded albums to my credit.
- Well travelled and an art/history buff

April - June 2017 [Contract]

Illustrator / Graphic Designer
Turnand Peripherals, Greece

A three month stint in Greece, working on a project with a small, independent, tech start-up named Turnand Peripherals via AISEC. Aided in the visual aspects of their Indiegogo campaign for a phone case that doubles up as a gamepad. It can then be used for retro gaming on your phone. Created custom social media posts to engage more people, and let them know about the campaign. Made several illustrations of the case, and presented many options of the case from a branding point of view. Also presented options and design layouts for their website.

July 2017 - Present

Illustrator / Graphic Designer
Freelance

My second stint as a Freelancer started off working with clients such as Audi India (Jubilant Motorworks Pvt. Ltd.), Arre Digital, involving logos, brand designs and illustrations on various media. I have since then also completed Storyboards on two short-films, and working towards getting more fine-art related commissions.

Currently as of 2022, I have been studying Oil painting in depth alongside my graphic design projects, and started an Etsy store to sell fine art. I am also putting the final touches on the artwork for my 2nd music album.

