

HARSHAD METHRATH

Interactive Art Director

<http://methrath.com>

harshadmethrath@yahoo.com

704.910.7467

COMPUTER SKILLS

Advanced: Photoshop, Illustrator, Flash, Swish Max, Dream Weaver, Html, CSS.

Intermediate: Adobe Audition, Image Ready, Premiere, Quark, CorelDraw, In Design, Action Script 2.0, Flex 3 skinning/styling techniques.

Basic Knowledge (willingness to learn more): Wire Frames, Flex, Action Script 3.0, Word Press Plugins, Xml, Java Script and PHP.

PROFESSIONAL EXPERIENCE

Dianin Group LLC

Oct 08- Present

- Currently Designing a Web Application for **Billy Hazard LLC**. Designing a client customizable Web Application (<http://fizzbee.com>) beta version under production.
- Designing a Social site for a nonprofit organization called "Soccer in the street, Assisted Building / and made the interactive flash animations.

Freelance Web Designer

May 08- Sept 08

- Designed and built the entire <http://benhambuilders.com> Web site in 5 days.
- Designing flash portion of the Web site, banner ads, and making regular updates and changes to flash files etc., for various Web sites like <http://ecoscape.com>.
- Designing logos for new clients and updating Web sites logos.
- Regularly updating and changing Web sites through Dreamweaver and making new comps. [Toys for Tots, Ronald McDonald House Charlotte]
- Involved in all phases of Web site Creative deliverables – brainstorming, client discussion, wire frames, comps, and prototypes.
- Redesigning the Web site <http://berg-design.com>.
- Designing html emails for "Play it Again Sports".
- Developed Splash page for the Connie Doepke Web site.

Axiom Marketing Communications – (Design Firms '08-'09 Web Award for axiomcom.com)

Graphic/ Interactive Designer (Contract)

Oct 07 – May 08

- Designed and Developed Axiom Marketing Communications Web site, <http://axiomcom.com>/ Responsibilities included conception, design, Illustrations, photography, layout and flash animation.
- Develop interactive media, promotional and corporate communication material for Axiom's clientele, which includes Toro, Best buy, Yamaha, HP and Cub foods.
- Designed and developed two major press kits for the Toro Company, mostly producing interactive transformations through swish.

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Agency Five

Associate Art Director/ Graphic Designer

Sept '06 – Mar '07

- Developed and Designed logo, Web site and collateral for college departments, student organizations and non-profit groups advertising campaigns.
- Responsibilities included conception, design, illustrations, photography and print.
- Worked with diverse groups, initiated discussions, originated and developed designs and executed projects in a timely manner.

Joy Advertising

Design Intern

Summer '06

- Managed The Savannah Health Mission Account, Designed brochures and coordinated print.
- Developed homepage graphics for <http://Thejazzcorner.com>. Designed new concepts and updated artists profiles and event information on a weekly basis. Initiated and implemented design ideas for van wraps, logo, banner ads, pop-ups and Web page graphics for <http://melges24.com>, <http://melges32.com> and <http://melges17.com>.
- Contributed regularly in team meetings for The Georgia Ports Authority ad campaign.

Hallmark Design Studio, Coimbatore, India

Designer

Dec '03 - Nov '04

- Responsible for design, layout, print and distribution of advertising materials such as invitations, information brochures, campaign booklets, company annual reports, event brochures, discount cards etc., for client accounts like Sharp Motors, Thunder Horns, Zenith Pump sets etc.,
- Landed several new clients to Hallmark, using new design concepts and layouts, emphasizing the brand name, logo, and image, presenting concepts to corporate and prospective clients on a regular basis.

FREELANCE

Minnesota Food Share campaign posters
United Way

ACADEMICS

MA Advertising Design

Savannah College of Art & Design

Contemporary Art, Case Studies, Creative Copywriting, Persuasive Writing.

Studios- Art Direction, Interactive Web Design, Typography, Visualization/Concept

Storyboarding, Creative Strategy, Branding Solution

MBA (Marketing & Systems)

GRD Institute of management, India