



Kimaya

Kimaya Firodia Kelkar

UI/UX VISUAL DESIGN

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PORTFOLIO : kimayafirodia.com

Skills

Adobe CC : PhotoShop, Illustrator
InDesign, AfterEffects, Premier Pro

Marvel, Sketchapp, Invision
HTML5, CSS3, jQuery, Bootstrap

Education

MA, Web Design and New Media Academy of Art University, 2017
AA, Graphic and Interactive Design De Anza College, 2012
BS, Computer Science Pennsylvania State University, 1991

Honors Affiliations

Dean's List, Phi Theta Kappa Honor Society
AIGA, ACM, Penn State Alumni Association

Experience Visual & Web Design

Project Leader & Design Consultant - Branding & Visual Design

Kinetic Green Energy and Power Solutions Ltd., Pune, India (Jan 2018 - Present)
India's leading EV manufacturer

- Art direction for enhancing Kinetic Green website's design, content and functionality resulting in increased customer base & faster communication with dealers' network
- Freelance design services for development of branding and marketing materials
- Video production that was utilized for presentations and resulted in acquisition of new business

Circle 8 Media, Cupertino, CA (2011 - 2014)

Web and Graphic design services for their client, GridIron Systems

- Developed a range of merchandise design options. Awarded winning design for T-shirt for trade show
- Redesigned the web and strategy user experience leading to a loyal customer relationship and increased revenue generation
- Revised existing design assets to target specific prospects. Website updates that integrate seamlessly to improve UI design for enhanced consumer engagement

Programming

Consultant, Mipasa Inc., Saratoga, CA (2000 - 2001)

Built front end for the Image Library Module in FrontPage, DHTML and JavaScript

Software Systems Intern, NeilSoft, Inc., Pune, India (2000)

Worked on the I*Base Licensing Application using HTML 4.0, JavaScript and VBScript in Visual InterDev with an ORACLE database

Systems Analyst (1992 - 1996)

Led analysis, design, coding and implementation of various enterprise-scale applications:
Bank Card applications in COBOL/CICS for credit card processing and changes in area code affecting the whole state (Wachovia, Atlanta, GA)

Developed a Logistics System for a major flooring manufacturer. Development in COBOL and Cognos Power-Play Reporter, Explorer and Impromptu Tools (Computer Aid, Inc., Philadelphia, PA)

Responsible for run-time updates to the Refund Credit Resolution System. Extensive design and programming in COBOL II, IMS/DLI to amend the database and generate custom reports for review