

RA HUL GAU TAM

branding/ux-ui
/motion graphics

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A highly creative, customer-obsessed, user-centric Design Lead with a passion for innovating impactful design solutions that fulfill user needs and meet business objectives. Exceptionally experienced in brand identity, ideation/conceptualization, user research, user interface design, responsive designs, storyboarding, motion graphics and video production. Over ten years of experience in developing comprehensive branding and outreach strategies, implementing and managing production of a variety of marketing materials throughout different mediums - brand identity, web, ux/ui, print, email, social media, motion graphics and video production.

EXPERIENCE

OCT 2019 - NOV 2020 UX/UI & Graphic Designer - VariQ

Working closely with the Executive Team to develop a consistent brand and artistic style across different mediums - print, web, mobile, social media and videos - to further communicate the VariQ brand.

Visualizing and creating uniquely modern, and compliant proposal graphics for a cyber security, software development and cloud technology provider.

Leading brainstorming and solution sessions with Solution Architects and various Partners to visualize technological concepts.

Constructing logos, posters, forms, brochures, infographics, presentations, proposal covers and icon sets.

Planning and conducting user research, gathering qualitative user feedback, creating user stories, storyboarding site maps, designing prototypes and wireframes, and conducting on-going user testing to develop applications and tools to streamline the proposal process.

AUG 2018 - SEP 2019 Art Director - USAID Data Services

Creating and implementing innovative visuals for USAID's Data Services.

Uncovering insights and client needs to express abstract ideas and producing marketing frameworks and strategies for U.S. foreign assistance data, international socioeconomic data, and data-driven analysis in support of USAID goals.

Conceptualizing and designing Data Services and Development Data Library logo, identity and styleguide.

Orchestrating Data Services rebrand into websites, mobile platforms, booklets, infographics and powerpoint templates.

Planning and conducting user research, creating personas and information architecture, creating user stories, designing prototypes and wireframes to execute DDL website.

Storyboarding, voice recording, editing and creating key graphics for motion graphics video to unveil the new DDL.

FEB 2017 - AUG 2018 Senior Graphic Designer - OnePI

Spearheading planning, conceptualization, development and brand strategy meetings for an integrity system, which helps several branches of the government put pieces together to detect fraud.

Branding includes a new logo design, conceptualizing and establishing new

ways of training individuals through booklets, presentations and directing access to web tools.

Planning and conducting user research, designing prototypes, wireframes to derive user stories to design and implement OnePI portal site.

NOV 2011 - JUN 2016 Lead Graphic Designer - QSSI

Conceptualizing new ways to create solutions that effectively communicate a strategic intent of the QSSI brand over print, video, web, mobile, social media and trade-shows.

Advising different parts of the organization (internal and external clients), through presentations on design and technical recommendations, to develop and execute visual/interactive strategies.

Developing and executing communication strategies, while working closely with copywriters for content development. Providing executives with accurate costs and time estimates.

Constructing logos, graphics, posters, forms, capability packages, infographics, social media content, newsletter, web pages with mobile interface (including SharePoint), booth designs and videos.

EDUCATION

B.F.A. - Visual Arts

University of Maryland Baltimore County
Emphasis - Graphic Design and Film/Video
Minor - Art History

Special Achievement - President's List and Dean's List

SKILLS

Brand Strategy, Identity and Logo Design, Styleguide, Print and Packaging

User Research, Information Architecture, User Interface, Ideation, Iconography, Iterative Prototyping, Analytics, Responsive Design, User Surveys, Wireframing, Competitive Analysis

Motion Graphics, Video Production, Storyboarding, Editing, Sound Design

SOFTWARE

Adobe CC - Photoshop, InDesign, Illustrator, After Effects, Premiere, Acrobat, Xd, Dreamweaver

Sketch, Axure, InVision, Balsamiq, WordPress, HTML5, CSS3, Javascript

Final Cut, Sound Studio

Microsoft Office, Google Slides, Keynote

★ References Available Upon Request