



UDAY MODI | CREATIVE + BRANDING

Design & Branding Award
by Graphic Design USA, 2019

I have been involved in the graphic design industry for more than **30 years**, focusing on **Brand Management, Creative Production Management, Product Branding, UI & UX and Print Production**. I am a **Bachelor of Fine Arts (BFA), Specialized in Graphic Design** from the Faculty of Fine Arts. M.S. University.

My background includes extensive work with branding and creative designs, I possess extensive technical skills. In addition, my experience & multitasking knowledge allowed me to develop excellent project management and leadership skills. These talents together with my ability to schedule and coordinate projects.

I am talented and hard-working with outstanding creative skills and the ability to produce superior work on time and matching clients specifications. I have served my client and business internationally, on-site and off-site.

- 65+ Advertising Campaigns
- 650+ Flyers and Brochures
- 75+ Banners & Large Format
- 32+ Poster Designs
- 250+ Packaging Designs
- 100+ Magazines & Catalogs
- 55+ Logo Designs

*"I strive for two things in design: **simplicity** and **clarity**. Great design is born of those two things." Lindon Leader*



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Everything is *designed*. Few things are *designed well*. *Brian Reed*



SKILLS:

- Creative and Branding
- Advertising Campaign
- Brand Marketing
- Digital Advertising
- Project Management
- Print Production
- Email Marketing
- Budget Management
- Event Management
- Time Management
- Resource Management
- Graphic Design
- Adobe Creative Suite
- Reward Program Mgmt.
- Web Content Management
- Digital Asset Management

EDUCATION:

Bachelor of Fine Arts (BFA)

Specialized in Graphic Design.
Faculty of Fine Arts, M.S University.

Certified in Web Design

Macromedia Authorized Training Centre

Deploma in large format print production by Vutek:

Leader in wide format printing, New Hampshire USA

PROFESSIONAL SUMMARY:

- Bachelor of Fine Arts (BFA)
- 27+ Years of Experience
- Dynamic team player
- Well organized
- Detail-oriented

SPECIALIZE:

- Corporate Branding
- Advertising Campaign
- Digital Advertising
- Creative Services
- Graphic Design
- Web Designs
- Packaging Design
- Company Branding
- Typography
- Corporate Identity
- Photo Shoot
- Print Production

SOFTWARE SKILLS:

- Adobe Creative Cloud
- Adobe After Effects
- Adobe Muse
- Adobe XD
- Preps Imposition
- Nexus Rip
- Prenergy Rip
- MS Office

FLEXIBILITY:

- Available On-site Work
- Available Off-site Work
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WORK EXPERIENCE

Lipari Foods Operating Company, LLC | Senior Graphic Designer, Marketing Dept.
Warren, Michigan USA - (October 2017 - Present)

- Development of new creative concepts and adapt existing creative from briefs.
- Exercise understanding of Lipari Foods business objectives and responsible for delivery of consistent, high quality branded offline and online materials/editorial in print/digital formats that align to brand and business objectives.
- Evaluate creative briefs for strategic content, develop strategic, customer and advisor-facing marketing content; present creative effectively and provide direction based on feedback
- Provide direction and exhibit strong creative judgment/technical guidance ensuring the team achieves the highest possible creative/production standards.
- Implementing new and creative design concepts and properties based on trends and relevant data to drive improved performance.
- Provide quality assurance of all creative deliverables and ensure creative is developed in alignment with brand guidelines.
- Review and supervise work of 2 graphic designers and production artists.
- In-depth industry knowledge and thorough understanding of best practices in typography, illustration, photography, color theory, multimedia, and corporate identity.
- Supervise creative design team in the development and/or delivery of creative services and solutions to address enterprise/business needs.
- Supervise the teams creation and production/fulfilment of marketing materials/visuals (print/digital) for internal clients that meet business objectives on project briefs within established timelines, ensuring they work with established templates as required.
- Act as the main point of contact for all projects including creative team and marketing team.
- Develop and supervise timelines to ensure projects adhere to schedules.
- Track all project updates related to scope, timeline, and budget.
- Ensure effective delivery and managing of programs/project plans by assigning and tracking workgroup projects, ensuring established processes are followed, and delivering all projects on strategy, on time, on budget and error free.
- Review and analyze creative project scope and objectives as requested by the marketing team to determine feasibility and resourcing.
- Negotiate with vendors and other external partners for printing, digital, photography etc. ensuring the use of strategically sourced vendors when possible.



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Lipari Foods Operating Company, LLC | Graphic Designer, Marketing Dept.
Warren, Michigan USA - **(September 14, 2015 - October 22, 2017)**

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Silvertrust Communications (Publisher) | Consultant Art Director
Toronto, Canada - **(April 1, 2010 - October 30, 2013)**

- Planet Africa Magazine (100pgs): Developing creative concept, cover page design.
- Planet Africa Awards: Design Gala Awards Theme, marketing materials, media kit.
- Discover Magazine Series (32pgs): Developing concepts & creative for discovery series for Kenya, Nigeria, Zambia & Zimbabwe .
- Afro Global Television: Developed corporate branding, includes logo, folders, media kit.
- Black History Magazine (48pgs): Design comprehensive magazine, poster and brochure.
- MSC: Branding kit, logo, corporate brochure, business cards and other collaterals.

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WORK EXPERIENCE

Fifthfeb Design Studio | Creative Art Director / Founder / Entrepreneur

Toronto, Canada - (February 1, 2007 - December 31, 2014)

Design & Creative Process

- Directs the creatives and strives for excellence in everything from concept to completion of every project on schedule.
- Develop, organize and execute innovative graphic design projects from concept through completion.
- Works closely with departments to solve marketing problems through smart, well-designed advertising and collateral materials that help to sell products and maintain good image for clients and agency.
- Manages the creative/production department (graphic designers, production artists, etc.).
- Attends creative input meetings (along with the clients/copywriter team) to develop creative strategies and implements all creative requirements including copy, layout, illustrations, final art and photography.
- In concert with production manager, selects vendors for jobs and is involved along with the creative team in signing off final art and press proofs.
- Supervises full-time/part-time graphic designers, production artists and freelancers.
- Maintaining current working knowledge of computer-related skills, software and hardware to ensure entire creative department as well as individual staff members remain on the leading edge of essential technology and skills.
- Build and maintain vendor relationships through networking and referrals.
- Developed strong customer base of new and existing clients.
- Closely working with a publisher and creating magazine layouts.
- Designed magazines for publisher from 16 pages to 120 pages.
- Working with clients to create a vision, conceive designs, & consistently.
- Designed advertisements, trade show banners from concept through completion.
- Creating Web Layouts and Web Graphics for Digital Media.



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WORK EXPERIENCE

Percept Advertising | Graphic Designer

Bombay, India - (June 1, 1995 - March 31, 2001)

- Deigned Annual Reports and Magazine collaterals for Oil & Natural Gas Corporation of India.
- Corporate Materials for Gujarat State Fertilizer Company, India's fertilizer corporation.
- Product catalog for Danabhai Jewelers, Bombay-based.
- Marketing materials for Tips & Toes Cosmetics, India's popular cosmetic brand.
- Designed about 210 press advertisements for Electronics & Appliances clients.
- Designed 8 Posters for Microsoft IT Education for 72 branches across India.
- Designed 23 brochures and booklets, including IT, Health, Education.
- Booth design for events and trade exhibitions for various companies.
- Correspond with companies in designing their local press advertisements.
- Designed for Samsung, Sony, Toshiba, Whirlpool, Thomson, Daewoo.
- Conducted various product photography sessions for internal & external use.
- Volunteered design work for Cancer Society & Children's Hospital.

Percept Advertising | Co-op Graphic Designer

Bombay, India - (June 1, 1994 - May 31, 1995)

- Understanding advertising and marketing goal and strategy.
- Learning creative process with other department and sales team.
- Assist photoshot on site.
- Re touching product and model photo and applying in final presentation.
- Design letterheds and corporate identity for the company and working on internal branding.



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REFERENCES

- **Aditya Jha**, Canadian Entrepreneur & CEO
dgMarket: 416-524-1563
- **Eugene Kontorovich**, Media Consultant
TMK Productions: 416-402-5944
- **Irene Brombger**, CEO
A-Protect Warranty Corporation: 416-803-3116
- **Val Patel**, Marketing Director
Mi Creatives LLC: 586-453-8406



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586.553.7393 • **UDAYMODI.COM**
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TESTIMONIALS

Uday has been my go-to person for all graphic design and printing needs for the Canada India Foundation. As a non-profit organization, we work on a tight budget. At the same time, our requirements are quite dynamic and time-sensitive. Uday has always been responsive to our demands and been quite willing to work late and long hours to ensure our deadlines are met. Apart from CIF's ongoing administration needs, Uday has provided event collateral support for 4 of its major international events. In all instances, Uday has demonstrated a pleasing attitude, which makes it a joy to work with him. I look forward to his contribution to our next big event in May.

Kalyan Sundaram | Executive Director
Canada India Foundation

Thank you, Uday for it's efficient and high-quality work. A-Protect Warranty is in business for more than 20 years and all this time we always had bad luck with design & printing companies. Either they did not have a good designer or low-quality printing. For almost 5 years we are closely working with Uday. It's fully changed A-Protect's design to a more professional look. Uday provides us with prompt service and the ability to realize our vision. We are very happy with our working relationship.

Irene Brombger | CEO
A-Protect Warranty

Everything you have created for Tenders-info, dg Market, and Africa Gateway is absolutely gorgeous and we cannot THANK you enough. You've gone the extra mile at every turn and the result is a brand and website that exceeds our wildest expectations. You provided the service and professionalism of a full-service agency. We'd recommend Just Creative to anyone; you're affordable enough for a startup and talented enough for a large company with deep pockets. THANKS, Uday, for listening to our needs and going above and beyond the contract.

Aditya Jha | CEO
dgMarket

I have worked with Uday very closely on numerous magazine projects, he has designed 14 news stand magazines for our company. He is an amazing creative designer who consistently delivers successful results time and time again. The typical response when Uday presents his creative vision and design is "Wow!" Not only does Uday excel at the creative aspect of his job, but he is a consummate professional bringing year of experience when having to assess requirements and client needs, and then working with our team to develop and deliver a knockout creative strategy & design scheme that will be implemented across various magazines. Simply put, I love working with Uday.

Moses Mawa | CEO
Silvertrust Communication

Great person to work with! Very professional and prompt, highly recommended for all kinds of design & print work. Have done multiple jobs and all have come out perfect. Uday is very talented and business savvy which is a very rare combo to find.

Anand Karia | President
UCMAS Canada

Uday has provided the most competitive pricing and outstanding efficiency under some really tight deadlines. They demonstrate excellent creativity and interpretation of our briefs and their work has really helped bring to life our campaigns by being innovative, memorable, and flexible. Uday is a real pleasure to work with, being consistently proactive and reactive. Can I recommend Uday? Absolutely!

Eugene Konterich | Senior Marketing Consultant
Elko Media Integrated Marketing

