

RACHNA BIDASARIA

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DESIGN & DEVELOPMENT

Graphic ~ Interaction ~ Web

Design

Illustration
Layouts & Composition
Design Principles
Jewelry Design & Artistry

Development

Interaction Design
Web Design
Authoring
Presentations

Soft Skills

Quality Assurance
Product Knowledge
Detail Oriented
Client Relationships

COMPUTER EXPERTISE

Design, visualization, media publishing, creating illustrations, interactive multimedia and authoring using the following applications:

- **Graphics:** Corel Draw, Adobe Photoshop, Adobe InDesign and Adobe Illustrator.
- **Web /Interaction Development:** Dreamweaver, Front page, HTML, ASP, CSS, Flex and JavaScript.
- **Basic Knowledge:** SQL, Java, XML, C++, VBA, Blogging, Podcasting, UNIX, Wacom Tablet
- **Special Effects and Authoring:** Sound Forge, Adobe Premiere, After Effects, Director.
- **Operating Systems:** Windows XP, Vista, Mac
- **Microsoft Office :** Office 2003, Office 2007
- **Animations and 3D:** Flash, Maya and 3D Max.
- **Quick Learner:** Ability to learn any new software applications in short durations.

EDUCATION

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|--|---------------------|
| University of Texas at Dallas, USA <i>Bachelor of Arts in Arts and Technology, Cum Laude</i> | Aug, '05 – May, '07 |
| Gemological Institute of America, New York <i>Jewelry Design & Technical drawing</i> | November, 2004 |
| Arena Multimedia, a division of Aptech, Mumbai, India, <i>Certificate Course in Graphic Design, Animations and Web Development</i> | January, 2003 |
| Compufield, Mumbai, India <i>Diploma in Computer aided Jewelry Design (in CorelDraw & Photoshop)</i> | June, 2000 |
| H.R. College of Commerce and Economics, Mumbai, India <i>Bachelors Of Commerce, Major in Accounting</i> | April, 2001 |

EMPLOYMENT HISTORY

AlphaBuzz, Southlake, Texas, *Market Research Management Company*

2006 – 2007: **Web Design & UI for data management application** (Freelance Contract Project)

- Created a website based on design specifications by the client. [Link](#)
- Responsible for creating a web form for submission of new user data with very specific validation rules.
- Designed User Interfaces for client's database management application based on data structure, functions, and user permissions.

Precision Set, Dallas, Texas, *Fine Jewelry Manufacturer*

Jan – April 2007: **Quality Control** (Part-Time)

- Responsible for checking the final product as per the Quality standards.
- Assuring fulfillment of all quality requirements.

Kanak's Jewelry, Mumbai, India, *Fine custom jewelry manufacturing and retail*

1999 - 2003: **Design & Sales**

- Designing custom and retail jewelry for the fast-paced Mumbai market.
- Logo Design, Digital Imaging (Scanning and Retouching Product Photographs).
- Creating marketing materials such as paper catalogs, CD Catalog and Multimedia Presentations.
- Interacting with clients to determine design needs and concluding sales.
- Collaboration with the craftsmen to ensure product specifications.

OTHER PROJECTS

- **www.yuvatti.com** (2007): This is a work in progress project. I am creating a Rich Internet Application for a fictitious jewelry company called Yuvatti. My objective here is to create an actual store experience in a virtual environment and provide the customer with right tools in making informed purchase. Applications used: Photoshop, Flex 2.0, JavaScript, Xml. [Link](#)
- **Website for Cell Phone** (2006): A class project at UTD. The assignment was to create a layout of a website for cell phones using an existing website. I chose Epinions.com. It is solely created for class project purposes using some imagery from Epinions.com. Applications Used: Photoshop, Image ready, Flash. [Link](#)
- **A Simple Flash Game** (2002): A class project at Arena Multimedia to explore the basic vector drawing in Flash, creating movie clips, and action scripting. [Link](#)
- **Jewel Tech software in Flash** (2002): A class project at Arena Multimedia. I wanted to create an application to simplify communications between the designer and customer when they are sharing design ideas for custom jewelry. Applications Used: Flash, Action script, Adobe Photoshop. [Link](#) (.exe file)
- **More projects at** <http://www.bidasaria.com>