



IMPLEMENT SMART DESIGN

Jay Soni

WEB DESIGNER
ANIMATOR

www.zyonstudios.com
jay@zyonstudios.com

OBJECTIVE

To acquire a position that would enable me to enhance my creativity and keep me challenged with projects and also enable me to contribute my skills for the organisation.

SKILLSET

HTML	3DMAX	FIREWORKS
DHTML	MAYA	FONTOGRAPHER
JAVASCRIPT	ZBRUSH	DIRECTOR
ACTIONSCRIPT	POSER	SOUND FORGE
DREAMWEAVER	BRYCE	FRUITY LOOPS
FRONTPAGE	VUE INFINITE	SWIFT 3D
PHOTOSHOP	PREMIERE	COREL DRAW
IMAGEREADY	AFTER EFFECTS	PHOTOPAINT
FLASH	COMBUSTION	ELASTIC REALITY

ADDITIONAL SKILLS

Search Engine Optimization Evaluating and testing existing website's content and layout Keyword market research on targeted markets searching habits Creating statistical analysis to project current search engine traffic patterns. Knowledge of ethical "white-hat" Search Engine Optimization techniques to produce solid high rankings for numerous keywords.

WORK EXPERIENCE

11.2008 – Present

Bollywood.tv (Bollywood Rights Ltd UK– Opus Media) : Head of Design

- Designing and maintain the website using content management system
- Design and publish weekly newsletters
- Design banner ad creative's for sponsors and Google PPC Campaigns
- Develop GUI's for different sections of the website
- Managing and designing the flow of the ecommerce section(under development)
- Optimize the website to make it search engine friendly
- Optimize content, structure and develop new marketing concepts to drive more targeted traffic to the website.

03.2008 – 09.2008

T101 Ltd UK : Web Designer

- Designing and managing all aspects related to Web and Print media of 20+ in-house websites focused on lifestyle and dating
- Developing concepts/ creative's for clients banner adverts

02.2008 – 03-2008

Ideate Labs Digital Pvt Ltd India : Sr.Visualizer

- Collaborate with other designers and creative director to design creative's as per the requirements provided by the marketing division for the clients
- Develop GUI's for custom in-house tools used for Advertising campaigns, E-mailers, website layouts
- Design corporate identities and work on all types of Web and Print media projects
- Create and visualize 2D/3D animations like walk-thru's, product modeling, packaging etc.

05.2005 – 01.2008

Netramind Technologies Pvt Ltd India: Sr Web Designer

- Designed multiple websites and built templates for in-house websites
- Collaborated with other designers and programmers to templatise custom built CMS system
- Customized various PHP modules like Blogs, Newsletter mailers, CMS's, Link Directories and Forums.
- Develop 3D animations & 2D Illustrations of various yoga poses for in-house portal www.yogawiz.com

09.2004 - 05.2005

Neosoft Technologies India: Interactive Media Designer/ Web Designer

- Managed competing deadlines on multiple web and flash projects to exceed clients expectations
- Collaborated with the team as the team leader to maintain clients websites
- Created and developed mock-ups for presentation to diverse clients
- Implemented dynamic flash modules to interact with database

- Worked on various projects for Data Clarity on [Elance](#)

04.2004 - 08.2004

HIRDHAV Pvt Ltd : Web Designer and 2D Animator

- Developed clients projects
- Created and developed Interactive Flash games
- Designed GUI's for applications developed on .NET Technology

04.2002 - 08.2003

Dreamsoft India Pvt Ltd : Freelance Web Designer/ Flash Animator

- Designed various client projects
- Developed flash presentations for clients
- Customise various web applications developed on PHP and .Net Technology platform



IMPLEMENT SMART DESIGN

Jay Soni

WEB DESIGNER
ANIMATOR

ACHIEVEMENTS

- Designed 160 CMS Driven and Search Engine Friendly Websites and 30 Link Building Directories within a short span of 3 months
- Actively participated and lead the Events Management Team with Netramind Technologies

VOCATIONAL EXPERIENCE

04.2003 - 06.2003

Ace Computers, USA : Freelance Web Designer/ Flash Animator

- Collaborated with the project leader to develop online flash training classrooms
- Designed Logos and Website graphics
- Developed flash intro's for their website and clients projects

09.2002 - 01.2003

Zoom Grafix : Web Designer, Visualizer

- Worked on various print media projects like Brochures, Corporate Identity Development, etc
- Developed Static HTML websites , Flash intro's as per clients requirements

03.2002 - 08.2002

Earth Online : Freelance Web Designer/ Flash Animator

- Worked on various projects for Earth Online
- Developed flash intro's and presentations as per clients requirements

01.2002 - 04.2002

Ops Computer Education : Faculty for Web Design

- Taught Web Design and Graphic Design

08.2001 - 12.2001

Datafront Computer Education : Web Designer and faculty for Web Design

- Developed clients projects
- Created and developed Flash Animated E-Learning Training Modules for Students
- Taught Web Design



IMPLEMENT SMART DESIGN

Jay Soni

WEB DESIGNER
ANIMATOR

PROFESSIONAL TRAINING

Datafront Computer

- Completed Web Designing course gaining knowledge for:
- HTML, CSS and Javascript
- Adobe Photoshop
- Macromedia Flash, Dreamweaver and Fireworks

SSi India

Completed short term course of ASP XML and Vb Scripting

Arena Multimedia (Aptech Ltd.)

Completed the ARENA ANIMATION SPECIALIST COURSE which includes the following software's :

3D Studio Max 8

Maya 7

Adobe After Effects

Adobe Premiere

Discreet Combustion

Elastic Reality

Sound Forge

Macromedia Director

EDUCATION

Wigan and Leigh College India (2002-2003)

Pursued Advanced Diploma in Advertising and Graphic Design

HSC[12th]

Completed HSC (Science) with 65%

SSC, Esplanade High School

Completed SSC with 65%

CORPORATE CLIENTELE (worked for till date)

HDFC Bank Presentation

HSBC Bank

Hindustan Lever Limited

SaReGaMa Music

Star News

Epicenter

Kotak Mahindra Bank

Colgate

Electrolux

Dimexon Eurostar

GoAir Airlines

Firangi Tv Channel

SWB Films

Home Remedies For You

Yogawiz (Illustrations & 3D animations of Yoga Poses)

Esco Audio Visual
Grover Vineyards

** This is not an exhaustive list of projects. Many others have not been listed.



IMPLEMENT SMART DESIGN

Jay Soni

WEB DESIGNER
ANIMATOR

PERSONAL DETAILS

Name	Jay Soni
Address	15, Perimeade Road, Perivale, Greenford, Middlesex, UB67AR
Tel	0752 223 0939
Email	jay@enwebs.net jay@zyonstudios.com
Website	www.zyonstudios.com www.enwebs.net

