

CHERIE JHAVERI

For more than a decade, I have worked with tech startups, boutique design firms, and entrepreneurial clients to build brands, design integrated campaigns, develop visual languages and drive strategic design decisions for mobile, web, desktop, print and beyond. I am accustomed to performing in collaborative and dynamic deadline-driven environments with a key emphasis on details and quality. I am looking for opportunities where my design assets can drive business growth and innovative customer and client experiences.

WORK EXPERIENCE

CHERIE DESIGNS INC | Art Director

January 2016 – Present

Interfaced with leads and clients to determine marketing and design vision, define scope of work and establish budgets and deliverable schedules

Worked effectively with technology sector clients in the valley by bringing in an Agile delivery approach in my work products. Used an iterative as well as incremental approach to deliver design to my customers. This helped with increased alignment, improved estimation and better quality of the work delivered

LOYAL3 | Marketing Art Director

July 2011 – January 2016

Led the development of LOYAL3's creative and design approach to bring the company's mission to life as an alternative online brokerage and investing platform for all.

Collaborated with cross-functional teams (legal, product, marketing) to communicate complicated investing procedures in clear, concise and engaging designs for an inexperienced investor on LOYAL3's website and mobile applications

Designed effective and intriguing marketing material for a young, tech-friendly trader that included infographics, charts, emails, web banners, videos, and advertisements

Worked directly with the CEO and the Chief Marketing Officer to conceptualize, design and maintain presentations to accelerate client acquisition, drive targeted product demonstrations and outline solution and capability roadmaps

SAN FRANCISCO MAGAZINE | Marketing Art Director

January 2008 - January 2011

Responsible for maintaining the high standards of design, typography, photography, illustration and led a team of creative designers and photographers to enhance this pre-eminent luxury and lifestyle brand

Managed budgets and workflows to ensure deadlines were firmly set and consistently met for a monthly production cycle. Led a team of photographers, freelance designers, and copywriters to delegate workloads and assignments.

Led the concept and design of the 'San Francisco Brides' magazine launch issue with fresh, trend-forward and ultra-sophisticated design to resonate with thirty-something brides in the Bay Area.

Created collateral such as banners, invitations, program guide, jcdcaux, magazine ads, signage, and web marketing ads for annual signature events such as 'Best of the Bay' and 'Fallfest' Developed and designed custom publications like 'SF Chefs. Food. Wine.' cookbooks and supported production press checks

SHAKLEE CORPORATION | Graphic Designer

May 2007 - December 2007

Assisted in developing the visual expression of the Shaklee mission and brand in alignment with corporate business strategies. Helped establish a strong, consistent global brand identity throughout collateral, logos and packaging

Worked in an interdisciplinary project team for Shaklee's global conference to generate event collateral

Designed Shaklee calendar 2008, Product Guide 2008, and Shaklee Mission Brochure

MIMI ROBINSON DESIGN STUDIO | Graphic Designer

June 2005 - April 2007

Shaped and designed identity for 'Bridging Cultures through Design' for consistent branding and maintained marketing materials, website and advertising campaigns

Responsible for creating trend report presentations & brochures for clients like Target Inc

Created color & inspiration boards for Tupperware-South America

EDUCATION

ACADEMY OF ART UNIVERSITY

Master of Fine Arts (MFA),
Graphic Design (2000-2004)

SOPHIA SHREE B.K. SOMANI

POLYTECHNIC | MUMBAI

Bachelor of Fine Arts (BFA),
Commercial Arts (1994-1999)

SKILLS

DESIGN

Branding
Strategy & vision presentation
Campaign
Data visualization
Illustration
Infographics
UI graphics
Concept sketches
Wireframes
Style guides & pattern library

TOOLS

Adobe Creative Suite
Sketch
Powerpoint
Keynote
Google Slides

MARKETING & GRAPHIC DESIGN

| cherie.jhaveri@gmail.com

| 415.823.3870

| cheriejhaveri.com