



# SHRADHA GUPTA

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## Web/Graphic Designer

### Summary of Qualifications

- As a professional with more than ten years of prior computer graphics experience in diverse fields of advertising, marketing, and website development. Responsible for teaching, and creating websites, logos, and social media for businesses. I currently hold a position as an Instructor in Computer Graphic Design and Web Design.
- Provider of educational workshops and seminars on topics related to computer graphics and web design.
- Graduate of Fine Arts Center, M.S. University, Baroda, India, whose Visual Arts program is rated #2 in India and among the top 5 in Asia. The degree is equivalent to a Graduate degree in U.S.A. with a GPA of 3.48
- Trained in computer graphics software, social media marketing, basic visual art techniques, product photography, acrylic, oil painting, tempera and drawing
- Takes initiative, is enthusiastic, responsible, and excellent at working independently as well as in a team structure

### Education

- Certificate in Web Design, Greenville Technical College, Greenville, SC (Graduate-Fall 2016)
- Web Design Technologies Course (Dec.2003-Feb. 2004)
- Master of Fine Arts (Visual Arts), M. S. University, Baroda, India (July 1993-May 1995)
- Bachelor of Fine Arts (Applied Arts with Honors, Rajasthan University, Jaipur, India. (July 1989-May 1993)

### Skills

- Proficient in Adobe Creative Suite CC (Illustrator,
- Photoshop, InDesign, Flash, and Dreamweaver).
- Developing websites and WooCommerce sites using WordPress CMS platforms and Shopify.
- A strong understanding of Search Engine Optimization (SEO) techniques.
- Skilled in database management and hosting, working with plugins, optimizing website speed, creating child themes, adding widgets, color schemes, and secure sites with Secure Sockets Layer (SSL).
- Perform routine maintenance and provide technical support to ensure the site continues to run smoothly and update the platform and its components.
- Proficiency in Front-end programming software such as HTML, CSS, Bootstrap, and JavaScript, and design software such as Adobe Cloud, Photoshop, Illustrator, and InDesign
- Trained clients in WordPress site maintenance, SEO techniques, security practices, and the use of essential plugins.
- Multitask and plan proactively, as well as accomplish goals on time.
- Microsoft and word processing with MS Word

## Professional Experience

### Greenville Technical College

Greenville, SC

Instructor Computer Graphics & Web Design

August 2019 to present

- Instruct: Web site Design I, and Computer Graphics 1.
- Responsible for teaching, and developing projects to assist students in learning and expanding their knowledge by implementing Adobe Photoshop, Illustrator, InDesign, and Bootstrap.
- Responsible for teaching the production of an interactive website using HTML and CSS and constructing a final project website.

### Artshra LLC

Greenville, SC

Independent web design contractor

2019 to Present

- The Back Door Gallery (2022-present)  
WordPress website development and social media marketing.  
<https://backdoorartgallery.com>
- Infoshell Technologies, LLC (2017-2021)  
Website design and coding enhancements in Bootstrap.  
Changes and maintenance for <https://mediorbis.com>
- CORPORATE STITCH, LLC (2019) [www.corporatestitch.com](http://www.corporatestitch.com)  
Image optimization, logo redesign, and Product & Inventory setup on the Shopify website.
- Reliant Mental Health Services (2019)  
Logo design, Flyer design, and Business Card design. WordPress CMS Installation & Configuration, website design and content optimization
- Think it through parenting websites (2017-2018)  
Website design and content optimization.  
Logo design, Flyer design, and Business Card design. WordPress CMS Installation & Configuration. Monitored activity for search engine optimization.

### Freelance Graphic Designer and Social Media Marketer

Greenville, SC

Jul 2012 – Current

- Design Mock-ups for client approval
- Designed websites on WordPress and other responsive platforms (using Bootstrap, 960 grid system).
- Experience working on numerous website development projects for diverse clients. Some of the projects include [www.artshra.com](http://www.artshra.com) and [www.thinkitthroughparenting.com](http://www.thinkitthroughparenting.com).
- Designing and large-format digital printing for posters, logos, flyers, community directory covers, and web graphics.
- Social Media Maintenance on multiple platforms
- Email Marketing

### Disciples United Methodist Church K-4 Program

Greenville, SC

Pre-School Teacher

April 2003 -June 2006

### Exim Technologies

Greenville, SC

Graphics Designer

2001

- Worked on logo design, vector graphics in Adobe Illustrator, and website development projects for Frankie's Fun Park [www.frankiesfunpark.com](http://www.frankiesfunpark.com), American Leprosy Mission [www.americanleprosymission.com](http://www.americanleprosymission.com), and the Mystery Tree [www.mysterytree.com](http://www.mysterytree.com)

**Sohum Graphics Pvt. Ltd**

Graphics Designer

**Ahmedabad, India**

1999

- Visualized concepts, designs, and layouts for advertisements. Designed brochures, magazine ads, book covers, logos, and newsletter insert.
- Interfaced with the creative director, senior art director, and various client companies for projects.

**Presentations and Exhibitions**

- Greenville Technical College —featured in the college’s 2016 “advertising” of its marketing brochure, newspaper ad, and postcards.
- Metropolitan Arts Council Gallery — Juried art-making competition, June 2023 “FOUP” an exhibition. A challenge to create a complete work of art in just 24 hours.
- Greenville Center For Creative Arts — GCCA'S 8TH Annual Art Showcase—August 4 – September 2023

**Extra-Curricular Activities**

- Actively participating as an artist, at The Back Door Art Gallery, Fountain Inn, SC
- Honored with "The Best Student, 1993" award
- Enthusiastically participated in college visual arts and sculpture exhibitions.
- Exhibitions for the class of 1993 and study tour
- Actively participated in stage designing for drama and product photography
- Volunteered as a Visiting Arts Teacher in a middle school

**Professional Memberships and Affiliations**

- Member of White Rabbit Gallery, Travelers Rest Artist Alliance (TRAA), Travelers Rest, SC
- Member of Greenville Center for Creative Arts, Greenville, SC
- Member of Metropolitan Arts Council, Greenville, SC