



Lynette Menezes

A/104, Raj Sarita, I.C. Colony Extension,
Kanderpada Link Road, Borivali (W), Mumbai - 400 068.

Portfolio: www.artwok.net E-mail: lynettemenezes@yahoo.com
9821399701

EXPERIENCE

Independent Professional - Web & Graphic Designer June 2004 till date

I design communication solutions for the web viz., web sites, portals, UI design, ad banners, newsletters and multimedia presentations.

Here's a brief overview of the nature of my client projects:

- o Rediff.com
Currently, designing a major user interface project.
- o The S.P. Jain Institute of Management & Research
The Institute ranks among India's Top 10 Business Schools
Visit www.spjmr-cpm.org
- o SNS Accounting Pvt. Ltd
SNS Accounting is an accounting and financial services company.
Visit www.snsaccounting.com
- o Surat Diamond Pvt. Ltd.
Surat Diamond Jewelry is an e-commerce enterprise.
I design banner ads to promote online shopping.
Visit www.artwok.net/portfolio/banner.htm
- o A Little Less Conversation, A Little More Action,
an interactive communications consultancy

EDUCATION

- o Diploma in Applied Art: Sophia Polytechnic, Bombay.
1991-1996
I studied graphic design, brand identity, typography, illustration and visual communication.
- o Bachelor of Commerce: Sydenham College of Commerce and Economics.
1986-1991

TECHNICAL SKILLS

I am proficient in the following software: (Windows XP)

- o Adobe Photoshop
- o Adobe Illustrator
- o Adobe ImageReady
- o Quark Xpress
- o Macromedia Flash MX
- o Cute HTML
- o Swish 2.0
- o Sound Forge

BOOKMARKS

www.commart.com
www.newspagedesigner.com
www.salonmagazine.com

Rediff.com - Assistant Chief Designer

July 1997 - May 2004

Rediff.com is a NASDAQ listed company (REDF) and India's most frequently accessed community portal. The portal services include news, search, e-mail and online shopping. I designed the interface for a wide spectrum of channels.

Web Design

- o Channels
in.rediff.com/news/lifw2004.htm
in.rediff.com/entertai/oscar04temp.htm
- o Movie Specials
specials.rediff.com/movies/2004/mar/01slide1.htm
specials.rediff.com/movies/2004/mar/23slid.htm
- o E-commerce - www.artwok.net/portfolio/george-home.html
- o Rediff site guide - www.rediff.com/inside
- o Illustrations - www.artwok.net/portfolio/graphic1.htm

Print Design

I was involved in designing India Abroad, a New York-based Rediff.com publication for the Indian American community.

I conceptualized the cover story and look of the India Abroad magazine, the design and layout of features every week.

- o www.artwok.net/portfolio/news1.htm
- o www.artwok.net/portfolio/mag1.htm

Brand Identity

I designed The India Abroad Person of the Year campaign. This annual event celebrates the achievements of Indian Americans.

I conceptualized and designed the trophy, branding, online publicity and worked on the India Abroad magazine special.

- o Trophy design: www.artwok.net/portfolio/brand.htm
- o Corporate Identity: www.artwok.net/portfolio/logos.htm
- o Publicity: www.artwok.net/portfolio/banner.htm
- o Photo assignment and Specials for print and the Internet

Repro Graphics - Visualiser

January 1997 - July 1997

I was involved in designing Annual Reports, in-house magazines and brochures of blue-chip clients such as Glaxo, Godrej Appliances, World Trade Center, Mumbai, among others.