



Professional Summary:

Dynamic Graphic Designer and Visualizer with 19+ years of experience in print and digital advertising, including four impactful years with MedscapeLIVE! – a WebMD brand under Internet Brands—where I specialized in producing high-impact, clean, and brand-consistent visuals for healthcare educational seminars. Additionally, as an independent freelancer, I bring strong creative expertise, generating concepts and translating them into compelling visuals for a variety of B2B and B2C small businesses while collaborating closely with stakeholders and company leadership.

Work Experience:

Freelance Designer

WEBeDoctor.Inc. – Project Basis- Currently working

Developing comprehensive print and digital product datasheets for new WEBeDoctor products.

Key Responsibilities:

- Directing the end-to-end visual communications process, including strategic layout design, image selection, and content hierarchy to maximize product clarity and impact
- Managing final file production and quality control to ensure high-fidelity output across print, web and fax

Earlier Association: Mar 2006-Sep 2021

Key Responsibilities:

- Led development of WEBeDoctor logo, business cards, and various product logos to enhance brand identity
- Created Product datasheets, Catalog, Event Banners, and social media banners and Video Ads

Graphic Designer

MedscapeLIVE! Full time - Sep 2022-Nov 2025

Proud to be transitioned into Full time:

Key Responsibilities:

- Provided creative, client-focused visual solutions and developed collateral for in-person and virtual seminars, including handouts, posters, retractable banners, large stage backdrops, onsite signage, and custom social media banners (both static and animated)
- Collaborated ideas and visuals with Senior Designers and the Creative Director to meet specific branding design requests
- Managed multiple projects together, ensuring timely delivery while maintaining strict adherence to brand standards
- Supported the team by offering extra help with their work overload and visual creation projects
- Proactively coordinated with project managers via Workfront to streamline workflow and prioritize efficiency

Contract Graphic Designer

MedscapeLIVE! via PHAXIS Recruiting and Consulting- Sep 2021-Sep 2022

Key Responsibilities:

- Developed marketing materials for healthcare educational events and conferences using the company guided Templates
- Created high impact client centric custom collateral for Medscape Medical Affairs and Medscape Education verticals

Email: vibsi_verma@yahoo.com

Location: Franklin, MA 02038

Portfolio: <https://www.vibsdesigns.com>

LinkedIn: www.linkedin.com/in/vibhaverma/

Education:

• Diploma in Commercial Arts

Meera Bai Technical Institute New Delhi, India

- Coursework in Basic Design, Color Theory, Print Design, Typography, Object Study, History of Arts, Poster Design.
- Graduated in Top 80% of Class

• Graduation: Bachelor of Arts

University of Delhi, New Delhi, India

- Book Publishing and Economics

• Certificate from Online Training: UDEMY

- Website Design using Wordpress
- UX UI Design using Adobe XD

Skills:

- Brand Communications Design
- Print Collateral Design (Brochures, Flyers)
- Graphics for Events and Conferences
- Stage Backdrops
- Website/Landing page UI Design
- Social Media Advertising
- Visual Mockups
- Short Video Ads Designing
- Advertising
- Content Placement
- Logo Designing

Design Tools Used:

- Adobe Photoshop (AI Features)
- Adobe InDesign
- Adobe Illustrator
- Adobe XD /Figma (as needed)
- Adobe After Effects
- Adobe Workfront
- WordPress with Elementor



Graphic Designer and Visualizer

UNICUS PHARMACEUTICALS, Taunton, MA- 2019, Onsite Part time

As a Designer and Visualizer, I created UNICUS product logos, labels, and packaging designs for tin jars, deodorant sticks, and bottles. Also contributed to develop event banners, including one featured at the 2019 Cosmoprof trade show.

Magazine Designer and Layout Specialist

FLORIDA HOCKEY LIFE, Tampa, FL- 2018-2019

- Managed end-to-end creative design for a monthly regional sports magazine
- Designed cover layouts, developed page structure, and organized content placement
- Applied image treatments, typography styles, and formatting to ensure a cohesive visual identity

Print Ads Designer and Social Media Designer

RHEE GOLD COMPANY, Norwood, MA – 2015-2017

- Designed and produced various Bi-Fold event brochures, spread Ads, and Gatefold print ads for the company Magazine- *Dance Studio Life*
- Created online social media ads promoting digital edition of magazine for their Digital Campaign.

Independent Freelance Graphic Designer: -2007-2016

- Designed business and sales collateral for a variety of small businesses and entrepreneurs
- Collaborated closely with company stakeholders and project managers to align creative output with project goals
- Prepared print-ready files and coordinated production with print vendors to ensure high-quality deliverables

Senior Lecturer for Graphic Applied Arts

RAI UNIVERSITY, New Delhi, India, - 2003 to 2005

(Full-time, on-site)

As a Senior Lecturer for the Graphic Design undergraduate program, I taught core design principles, and developed a range of university materials, including brochures, flyers, educational content, and course manuals.

Senior Graphic Designer

CANDID MARKETING SERVICES, New Delhi, India, -2001 to 2003

(Full-time, on-site)

Advanced from Junior Designer to Lead Senior Designer, overseeing and producing a wide range of event-related creative assets. Designed event logos, roll-up banners, mural backdrops, invitations, tent cards, 2D stage mockups, and various advertising collateral to support the Event Management team.

Clients included **Microsoft India, Pepsi India**

Junior Graphic Designer

CRYSTAL HUES LTD., New Delhi, India, -2000 to 2001

(Full-time, on-site)

I began my design career as a Junior Graphic Designer, where I created client brochures and handled typesetting, data entry, and formatting tasks.

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Hobbies:

As an amateur Fine Artist, I enjoy painting with Oils on Canvas, and applying new techniques for Abstract Art, helping me to stay motivated in my designing.

Volunteer:

Volunteering for Seniors Group:

Created branded collateral such as logos, flyers, and short-form video ads for social media.

SPCA: Designed Flyers and Handouts for local events

Look forward connecting!

Thank you for going through my Resume. I eagerly look forward hearing back from you to discuss the candidacy in detail.