

# Anas Khalid Chinoy

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## Education:

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**Bachelor Of Business Management** 7/2008

SBMJC – Center for Management Studies - Bangalore, India

## Awards:

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- **Excellence Award – CMS Creative Inc.** for 2007-08 at SBMJC-CMS, India
- Toastmasters '**Best Speaker**' Award at SBMJC-CMS
- **Excellence Award – CMS Creative Inc.** for 2006-07 at SBMJC-CMS, India
- Distinction (Riyadh Region) in Edexcel A-level Computing 2004
- Secured '**Second Place**' in Intra-School English Debate Competition at IISR, Riyadh in 2000

## Skills:

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<u>Skill</u>	<u>Level</u>	<u>Experience</u>
Adobe Photoshop	Expert	7-8 years
Microsoft FrontPage	Advanced	5-6 years
Adobe Flash	Advanced	3-5 years
Adobe Dreamweaver	Intermediate	2-4 years
Adobe Illustrator	Novice	approx. 1 year
CSS	Novice	approx. 1 year

## My Work:

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Starting at the age of 17, I have today over 8 years of experience in the field of Graphic Design. I have developed numerous websites and have also worked on various branding and print projects. Although my portfolio is not extensive, I possess substantial amount of experience in dealing with various clients, both large and small, of different industries/sectors. More than doing graphic design jobs, I try my level best to create long lasting relationships with my clientele. As a result, most of the new projects I have worked on are simply through reference from existing clients. I have also successfully developed bi-lingual (English and Arabic) websites for large organizations in Saudi Arabia.

I give great importance to aesthetics and do not compromise on quality in any of my work. My designs are mostly simple and clean. I believe that there is beauty in simplicity.

## My Portfolio:

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### **Milestone Aluminium Pvt. Ltd.**

Bangalore, India

**Solution provided:** Website and Corporate Profile

**Year:** 2008

Summary – My latest project, includes a high-quality website and an excellent Corporate Profile. The 40 page website designed for Milestone was given an international look and feel. The corporate profile was designed for print, and a PDF format file was also made for CDs and Emailers. Photoshop, FrontPage, Flash and CSS were used in development.

*Web :* <http://www.milestonealuminium.com>

### **APT Academy**

Kuala Lumpur, Malaysia

**Solution provided:** Website

**Year:** 2008

Summary – The company is a start-up and required something simple and at low cost. I developed a basic 10 page website using Photoshop, FrontPage and CSS.

*Web :* <http://www.aptacademy.net>

### **Bright Sparks Montessori**

Bangalore, India

**Solution provided:** Corporate Identity Development, and print jobs

**Year:** 2008

Summary – Bright Sparks Montessori, a play school, wanted to re-design and give a fresh look to its brand. I designed their logo, brochure, newsletters, visiting cards, report-cards, etc. I also designed signboards, banners and posters for the school, using Illustrator. Photoshop and Illustrator were used in development.

### **Travelounge Serviced Apartments**

Bangalore, India

**Solution provided:** Website, Corporate Identity Development, Corporate Presentation (PPT)

**Year:** 2007

Summary – Being a start-up, Travelounge wanted to go through the branding exercise. They hired my services to develop the 'Travelounge' Corporate Identity. I designed the Brand Logo, Brochure and Business Card. The color theme of blue and green, gave the brand a very refreshing and suave identity. I also made a Corporate Presentation using PowerPoint and a website, maintaining the theme of the brand throughout. Photoshop, FrontPage, PowerPoint, Flash, Illustrator and CSS were used in development.

**Atlas Hitech (Subsidiary of Atlas Telecom, Dubai)**

Riyadh, Saudi Arabia

**Solution provided:** Website

**Year:** 2007

Summary – Atlas Hitech is a subsidiary of Atlas Telecom, Dubai. It is a major player in the Telecom industry of the Middle East. As this industry is highly competitive, the website designed for Atlas Hitech was given a world-class look and feel. Photoshop, FrontPage and CSS were used in development.

*Web :* <http://www.atlashitech.com>

**Young Muslim Digest**

Bangalore, India

**Solution provided:** Website and Magazine Cover-Page design

**Year:** 2006-08

Summary – Young Muslim Digest (YMD) is an Islamic Monthly in print since 1976. I developed a website for YMD and also have been making the Cover Designs for the Magazine from December 2006 till date. Photoshop, FrontPage and CSS were used in development.

*Web :* <http://www.youngmuslimdigest.com>

**Precipice 2007**

Bangalore, India

**Solution provided:** Brand logo

**Year:** 2007

Summary – Precipice 2007 was a national level inter-college fest organized by SBMJC-CMS, Bangalore, India. The organizers wanted to have a 'royal' theme, as the event was being organized at the Jagmandir Palace in Udaipur, India. I was given the task of creating a logo and brand image for Precipice 2007 which would match the themes of 'Grandeur', 'Competition' and 'Celebration'. The end result was an attractive logo which suited the overall theme perfectly.

Photoshop was used in development.

**P4P Consulting Pvt. Ltd.**

Bangalore, India

**Solution provided:** Website

**Year:** 2006

Summary – P4P again is a start-up and wanted a low budget website. Small flash animations along with a simple design template were used to make an elegant website. Photoshop, Flash, FrontPage and CSS were used in development.

*Web :* <http://www.p4pconsulting.com>

**Threshold 2006**

Bangalore, India

**Solution provided:** Branding and Design

**Year:** 2006

Summary – Threshold 2006 was a national level inter-college fest organized by SBMJC-CMS, Bangalore, India. I was responsible for creating the 'Threshold 06' Brand, and all design related work for the mega-event. I started off by creating an awesome logo and brochure and then designed all stationery items such as: id-cards, certificates, envelopes, pens, posters, pads, folders, strings, etc. I designed banners for the venue and also made the backdrop for the stage, which measured at 16ft (width) x 12ft (height). I even came up with the main theme of 'INNOVENTION' (Innovation + Invention) for the event.

**Delta Ltd.**

Riyadh, Saudi Arabia

**Solution provided:** Website

**Year:** 2005

Summary – Delta is a multi-million dollar company with operations in the fields of Telecom, Power, Broadcasting and Transmission, Electro mechanical works and Civil Works. I designed a very stylish and classy looking website for them. Photoshop, Flash, FrontPage and CSS were used in development.

*Web :* <http://www.deltacompany.com>

**Al-Babtain Trading Co. - ABT (Al-Babtain Group Company)**

Riyadh, Saudi Arabia

**Solution provided:** Website

**Year:** 2005

Summary – ABT is one of the leading organizations in the business of Household Appliances, Air-Conditioning and Commercial Laundry Equipments in Saudi Arabia. I developed a massive 80 page website for ABT, which included a flash intro and a flash animation on the home page. JavaScript was used to make drop-down menus. Photoshop, Flash, FrontPage, and JavaScript were used in development.

*Web :* <http://www.abt.com.sa>

**Al Tajamua International For Real Estate Development Co.**

Jeddah, Saudi Arabia

**Solution provided:** Website

**Year:** 2005

Summary – Al Tajamua provides services in the field of Real Estate management. These services include: housing developments, construction management, engineering consultancy and contracting services. I developed a bi-lingual (English and Arabic) website for this company and also made a flash animation for the homepage. Photoshop, Flash and FrontPage were used in development.

**Al Nokhba For Business Transformation - NBT (Al-Babtain Group Company)**

Riyadh, Saudi Arabia

**Solution provided:** Website

**Year:** 2004

Summary – NBT is in the field of IT consultancy, serving customers in Saudi Arabia, the Middle East and Africa. I developed a bi-lingual (English and Arabic) website for NBT, which included a flash menu and a Swish animation. A futuristic design was used as the company is in the field of IT. Photoshop, Flash, FrontPage, and SwishMax were used in development.

*Web :* <http://www.nbt-sa.com>

**Wakf Islami**

Riyadh, Saudi Arabia

**Solution provided:** Website

**Year:** 2003

Summary – Wakf Islami is a large Islamic charity organization operating from Saudi Arabia. I developed a simple website for them. I also designed a flash animation showing their operations throughout Eastern Europe. Photoshop, FrontPage and Flash were used in development.

**National Prawn Company (Robian)**

Jeddah, Saudi Arabia

**Solution provided:** Website and Virtual Tour

**Year:** 2003

Summary – NPC is one of the largest wholly integrated desert coastal aquaculture projects in the world. I was part of the design team which made a high-quality website for this company. I developed a major part of the website and also made a virtual tour and flash presentation.

*Web :* [www.robian.com.sa](http://www.robian.com.sa)

**Al Rajhi Bank – Arabic Calligraphy Tutor**

Riyadh, Saudi Arabia

**Solution provided:** Arabic Calligraphy Tutor

**Year:** 2001

Summary – I developed a unique ‘Arabic Calligraphy Tutor’ for the Al Rajhi Bank website. The calligraphy lessons were for the Riqā’ah script. The tutor included an introduction to the Riqā’ah script, instructions and character set.

I used Adobe GoLive’s ‘layer’ features, whereby the user could interact with the pieces that go to form the characters. It was truly ‘one of a kind’ at the time.

*Web :* [www.alrajhibank.com.sa](http://www.alrajhibank.com.sa)

## Coursework Projects:

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### Study on 'Consumer Perception of 3 Star Hotels in Bangalore'

This was my final year BBM project. As I majored in Marketing, my project was on Market Research. I conducted a study on 'Consumer Perception of 3 Star Hotels in Bangalore'. The study was done for the Monarch Group, which operates two hotels in Bangalore. The basic objective of the study was to suggest ways in which Monarch could improve its service offerings.

The scope of the project included:

- Consumer awareness and perception of 3 star hotels
- Consumer expectations of 3 star hotels
- Comparing expectations and service offerings of Monarch

A detailed questionnaire was used to collect data. Various journals, books, articles, research-papers, etc., were also referenced. A convenient sample size of 100 respondents was selected to conduct the survey.

### JEEL Help Desk Management System (ITIL standards implementation)

This was my A-level Computing project, which involved developing a 'Help-Desk Management System' for JEEL, an ISP in Riyadh, Saudi Arabia. I implemented some ITIL Best Practices in my project. Based on ITIL, my system contained four modules, namely: Request Management, Incident Management, Problem Management and Service Level Management. The system was fully computerized and generated various reports for the Management.

Microsoft Visual Basic 6.0 and Microsoft Access were used in developing the application.

Web : <http://www.jeel.com.sa>

### HR Training & Development Plan for Arabic Computer Systems (ACS) Ltd.

ACS is Saudi Arabia's leading Information Technology (IT) Company. ACS offers a comprehensive range of solutions and services that cater to the IT needs of Enterprise Clients.

As part of my A-Level Business Studies coursework, I had a placement at ACS for two weeks. The first steps of the plan included conducting appraisals and performance evaluations of all employees. For this, 'Self-Appraisal' and 'Employee Performance' forms were designed to gather necessary information.

Proposed Training and Development programmes included:

1. Orientation Training
2. On-The-Job Training (OJT)
3. Off Off-the-Job Training (conferences, seminars, workshops, discussions)

A strategy was devised for the implementation of the training and development plan. A '**Training Matrix**' was created to chart out which group of employees would be trained, what type of training would be given, for how long the training would last and when each training session would be conducted.

A '**Cost-Benefit**' analysis and a '**Critical Path Analysis (CPA)**' for the implementation of proposed training & development program was done. I also conducted a **survey** of the employees to find out whether the employees knew their job, and how many people needed training on the job and how many off the job. The survey was done through the use of Questionnaires.

Web : <http://www.acs.com.sa>

## Other Projects:

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### **Arabic Computer Systems (ACS)**

Designed the home page for ACS's website in 2004. I included a flash animation to create a classy looking page. I also worked on the corporate flash presentation of the company along with another designer.

Web: [www.acs.com.sa](http://www.acs.com.sa)

### **Clik2Net**

Designed a multi-lingual login-screen using Photoshop for this company's 'Kiosks', in 2004. The languages included English, Malayalam, Tagalo, Bangla and Urdu.

### **Kingdom Holding Company**

Developed various prototypes using Flash for the Kingdom website, at the end of 2003. The project was later **not** awarded to the company I was working with. The flash animations created were of excellent quality and involved enormous effort.

### **Al Babtain Power & Telecommunication Co**

Was part of the design team that developed a website for this company in 2003. Babtain Power Is a subsidiary of the Al-Babtain Group of Companies.

Web: [www.al-babtain.com.sa](http://www.al-babtain.com.sa)

### **National Batteries Company**

Was part of the design team that developed a website for this company. Although the main design was created by another designer, I played a major role in the website.

Web: [www.battariat.com](http://www.battariat.com)

### **Oasis International School**

Designed a classy brochure for Oasis. The brochure has high quality pictures which were shot by a photographer under my direction

Web: [www.oasisintschool.org](http://www.oasisintschool.org)

## Extracurricular:

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- **Head Graphic Designer** for CMS Fest Team and CMS Creative Inc.
- Participated in **Toastmasters'** Public-Speaking sessions
- Ex-Member of '**People First**', a youth organization working towards empowerment of youth and betterment of society
- Member of the organizing committee of **IQRA '07**, a 10-day residential summer camp for boys.
- Represented International Islamic School(IIS), Malaysia, at the IIUM School Debating Championship 2003
- Represented St. Germain's High School at 'The Vistas' Inter-School Debating Championship, 1997