

# Pooja

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1993:: High School

1995:: Senior Secondary

1996:: Diploma holder in Commercial Arts

1999:: Bachelor of Arts

1998-2000:: Public Relations  
Executive, Marketing Exec, Web  
Writer, Designer, Web Developer,  
Business Development Executive

2000:: CEO, ESTRO at work design &  
creative services

2008:: having designed web and print  
material for non-profits, educational  
institutes, corporate business houses-  
locally and overseas, a little over 5 years  
later...

A CONFIRMED GRAPHIC DESIGNER!

## REACH....EVERYTHING ELSE IS ONLY A FACTOR

If you were looking for somebody who can demonstrate this, you have come to the right place.

My work is for people who have a plan to sell, a name to claim or just a mind to divulge. My job is to help them make their points effectively- either in print or web medium.

A formal qualification in Commercial Arts and over five ½ years of experience as design executive help me give my clients what they want- Good Designs in time completion. The internet has been a great factor in facilitating my work over the continent. Some of my initial projects have been with non profit outfits in San Francisco and Ecuador, Sudan and a few corporate houses in the US...out here my works have been with the Badarinath Kedarnath Temples Committee, The world Peace Conference, The Uttaranchal Sub Area, Himalayan Action Research Centre, IMA and some schools. I have also given lectures at the Ordinance Factory Institute of Learning on designing packages.

My hobbies include listening to music (and trying to make some!...on the Violin), sketching, painting (particularly fond of tribal art forms) & making doodles for bikes which eventually won me a scooty from TVS customized to my design. Have also worked on a travel guide for Peru with Dorling Kindersely Publications, Enjoyed all the picture research and general research and design that went into it, I look forward to working on more challenging projects.

Packages worked on Adobe In Design, Photoshop, Corel Draw, Photo Paint, Microsoft Frontpage, Macromedia Dreamweaver, Flash, SwishMax.

# >> CLIENT LIST

Doon Blossoms School,  
Uggar Road Dehradun, India.

<http://www.doonblossoms.com>

>>Logo, website, the cover page of the school's first annual magazine and composed & designed the second magazine.

Nature Quest India Pvt. Ltd., Prem Nagar Dehradun, India.

>>Website, brochure & posters for its programs.

Child Family Health International:  
Lyons Street, SF, CA, USA.  
<http://www.cfhi.org>

>>Annual Report, Student Handbooks and posters for the Non- profit organizations many programs.

Bishwanath Photo Engraving Works  
Shivlok, Raipur, Dehradun, India.  
<Http://www.opticsindia.net>

>>website [opticsindia.net](http://opticsindia.net)

Global Business Communications,  
CA, US.  
<http://www.gbcommunications.com>

>>Corporate promotional material and Redesigned the company's homepage.

Uniyal Infotech, Upper bazaar,  
Joshimath, India.

>>logo, stationery & Glowsigns.

Amazing Andes Spanish School,  
Quito, Ecuador.

>>Logo and website.  
<http://www.amazingandes.com>

Indian Military Academy

>> annual journal cover for the academy

College of Engineering Roorkee  
Haridwar Rd. Roorkee.

>> Prospectus for the college.

Sunrise Softech Pvt. Ltd.

>>Logo and website.

Tavern Restaurant Kulri, The Mall  
Mussoorie

>>Logo & Stationery, Glow Signs, Menu Cards, Posters, Newspaper Ads.

Softvision India Race Course  
Dehradun (UA)

>>Website

Eco adventure society

>>(www.ecoadventuresociety.org) website.



# >> CLIENT LIST

Doon Yellow Pages Neelkanth Plaza  
Dehradun (UA)

>>Designed the tourist info pages and many of its clients advertisements along with the layout and plan of the Yellow pages.

Mudra Electronics India Pvt.

>>Designed the promotional CD for the firm's services.

Communication World Khurbura,  
Dehradun (UA).

>>Logo, Stationery, Advertisement & Flyer

Chicago Analytics Calle Jade, san  
Clemente, Chicago.

>> promotional CDROM, and various other online flyers.

Rudra Creative  
Chanakya Tower, Dehradun (UA).

>> Logo, Stationery and creatives (Backdrops/Banners/Invites) for the

Ganga Mahotsav.

Kundan Ayurveda Rishikesh (UA).  
>>Designed the website

Paris Yoga 9 rue Magellan, Paris.

>>Revamped [www.parisyoga.com](http://www.parisyoga.com)

The Himalayan Adventures  
Joshimath (UA)

>>  
Website::[www.thehimalayanadventures.com](http://www.thehimalayanadventures.com)

Pestleweed College, Dehradun(UA)

>>Website::[www.pestleweed.org](http://www.pestleweed.org)

Children's Academy, Dehradun(UA)

>>Website::[www.childrensacademy.info](http://www.childrensacademy.info)

KayCee Academy, Dehradun(UA)

>> Website

The World Peace Conference

Haridwar (UA)

>>Designed Stationery, Designing the creatives for the conference

Sri Badarinath Sri Kedarnath Temples  
Committee  
Jogiwala Dehradun(UA).

>>Designed various print material(Annual Report/Greeting Cards etc)

Uttaranchal Poorva Sainik Sahayata  
Kendra  
UA Sub Area Headquarter, Dehradun

>>Website:: [www.uapssk.info](http://www.uapssk.info)

Kairotic Software Solutions  
Dehradun.

>>Logo & Stationery design



# >> CLIENT TESTIMONIALS

"Child Family Health International has used the services of Estroatwork extensively. They are professional and deliver high quality work. We recommend them without reservation."

Ms. Safeena Husain  
Lyons Street, SF, CA, USA.

"The work is of the highest quality. We were very pleased with the outcome. Pooja was very creative and responsive to our changing needs. With our complicated organizational structure it important to be able to work with someone who is comfortable with clients residing on different continents."

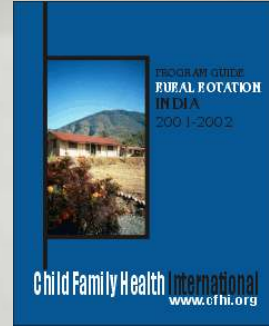
Sanjay Verma and Derek Podobas  
Chicago Analytics, 2536 Calle Jade, San Clemente, Chicago

"Estro at Work has a great sense of Indian-style design. Her colour choices reflect the nature of our business. Pooja Badola was responsive to our requests and innovative in her concepts for our site. We look forward to working with her in the future."

Paris Yoga  
9 Rue Magellan Paris  
Ms. Joelle Thakur

"Dear Pooja, I like very much the designs, I like the picture with everything, I think now its complete, you really make a very good job. Many regards, "  
Rosita

Amazing Andes School of Spanish,  
Quito, Ecuador.



# >> CLIENT TESTIMONIALS

"ESTRO at work has been an important associate of our school. They developed our school logo and developed our website. We are extremely happy with their services, we recommend them to anybody who is looking for quality in design"

Mr. Baladevan R  
Doon Blossoms School, Dehradun.

"Pooja has done a lot of work for us and it has only enhanced our creatives. She has the right balance of creatives as well as strategy in her designs."

Bharat Nautiyal  
Creative Head  
Rudra Creative

"Ms. Pooja Badola Has designed letterhead and other printing material, including the letter head for the forthcoming World Peace Conference in Oct 2nd to 5th, 2005 at Haridwar for Shri Badarinath Shri Kedarnath Temples Committee.

This Letter is issued as a token of appreciation of her excellent work."

Nand Kishore Nautiyal  
President  
Shri Badarinath Shri Kedarnath Temples Committee  
Dehradun

