

PROFILE

Having 19 years of experience and working as Manager Design for ABM- Account Based Marketing, managing a highly specialized design team, providing extremely customized design solutions across Print, New Media, Media Production/ Motion Graphics & Visual Identity, GUI, Usability, Interaction, Infographics to more than 12 countries and global business units.

Have been instrumental in developing complex creative projects which are higher up in the value chain like CMA branding and Pursuit Marketing themes for the Global Account Based Marketing team which has translated into highly commendable work that has gained MCOS design team tremendous credibility and willingness among onshore stakeholders to engage offshore and expand leverage of our services against external vendors for high value, high impact creative work.

Specialties: Managing Creative Team, Creative Direction, Offshore Project Management, Design Conceptualization, Brand Strategy Development.

AREA OF EMPHASIS**Interface Design**

Developing visual design, interface design, interaction design and Visual identities from concept to completion.

Usability

CUA trained from HFI, Experience in driving user experience Improvements for all projects.

Multimedia Design

Competency in creating impressive & interactive assets for any kind of business requirement.

Project Direction

Ability to lead and manage design & development of projects in team that produces meaningful and influential products.

Leverage strategic vision, business acumen, and artistic talent to deliver high-impact marketing, print, Infographics and Visual identity projects

EXPERIENCE**ABM Design Manager, MCOS // Capgemini India Ltd. (Sept'2011-Present)**

- Working closely with the Onshore global ABM Leads, help develop ABM (Account Based Marketing) strategy, building brand assets, visual identity, execution plans, tools and governance model to support from offshore the roll out and implementation of ABM services in a key market
- Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements
- Work closely with the Regional ABM offshore-onshore Lead, to establish an offshore-onshore model for ABM services to support key accounts in the region
- Directing and implementing broad range of revenue-generating design projects, from conception to launch
- Develop and assist Brand/Usability best practices/UX guidelines for Web, Marketing collaterals and global website
- Provided creative vision and concept design while meeting strict turnaround schedule
- Interpreted complex information, translating into accessible Infographics Design
- Emphasized brand continuity across various media such as cutting edge graphics design, Infographics, E-mailers, Portals, Website, Marketing collaterals.
- Provide creative design strategy to various groups and fostered consensus across all stakeholders.
- Provide offshore support and project management for various account initiatives post-visual identity creation such as ABM campaign strategy and development, Stakeholder analysis management, Client micro site creation, Offshore event support
- Create and nurture a high performance offshore design production team of skilled resources
- Collaborate with creative team to develop artwork for marketing initiatives
- Conceived original design and marketing concepts used in brochures, E-mailers, Web content, Marketing collaterals
- Design themes and graphics for Marketing and Sales presentations, Videos and Corporate websites/Portals
- Take initial creative direction and ideas and convert them into working visual communication solutions.
- Brainstorming and idea exchange with onshore counterpart
- Monitor and enhance the production quality of the graphics team

Sr.Manager, Creative Excellence // HCL Comnet Ltd. (Oct'2002-Sept'2011)

- Development of creative concepts and strategy- execution of branding and corporate identity design through various visual media
- Driving User Experience improvements for Intranet/internet websites and other communication media
- Consulting all company projects, from a usability perspective-from user research to interaction design-based on a thorough understanding and appreciation for the audience, its profile and application usage context
- Define guidelines for both visual part and communication graphics in the process
- Mentoring a high performance team of skilled resources
- Allocating and utilizing resources in an efficient manner and maintaining a co-operative, Motivated and successful team
- Responsible for overall building of multimedia assets with a special care for the visual aspects and corporate brand guidelines i.e. Flash Intros, Podcast, Interview video, testimonials, CBT's etc.

Creative Developer // Blue Square Services Pvt. Ltd. (Dec'2000-Sept'2002)

Responsible for Overseas and Domestic website development, Web Architecture, Flash presentation, Intros, CBT, Banners, Posters, Vector Flash Animations, Sound & Video editing, 2D & 3D Graphics creation, Website maintenance, working directly with the client through the entire production cycle.

Producing graphic content for site re-skins, page layouts, email designs, site graphics, banners, Podcast, eBook, Signatures, Magazines, E-greetings, Booth Design

Managing co-ordination of the partners and working groups engaged in project work

Sr. Web Designer // Netlink Information Systems Ltd. (July'1995-Oct'2000)

Role encompasses all aspects of design, ranging from websites, multimedia presentation in flash, CD-ROM's and Flash intros/movies to corporate identity and print based solutions. I've had experience of working with a wide range of clients from Emirates airline, Dubai Shopping Festival, local initiatives to major international /domestic clients

Create and maintain client website and flash advert

EDUCATION

2008:

- Done Usability/UX course from HFI (Human Factors International), Mumbai

1991-1992:

- Diploma in 2D&3D Animation and web interface from Priyadarshni Institute, New Delhi

1992:

- Graduated in Industrial Relations and Personal Management from university of Delhi.
- Certificate Course in Japanese Language from Delhi University

1992-1994:

- Master Diploma in IRPM at par with MBA from Symbiosis Institute, Pune.
- Two years Professional Diploma in Web/Multimedia from Web Station Inc. New Delhi

AREA OF EXPERTISE

Graphics	Print	Media	Web Editor	Scripting
Photoshop CS 5.5 ●	InDesign CS 5.5 ●	Adobe Premiere ●	HTML ●	Action Scripting ●
Interactive PDF ●	Corel Draw X5 ●	Sound Forge 8 ●	DHTML ●	HTML ●
	Illustrator CS 5.5 ●	Sound Track pro ●	Fireworks 5 ●	DHTML ●
		Final Cut Pro 4 ●	Dreamweaver 5 ●	CSS ●
		After Effects ●		
		Flash CS5 ●		
		AVS Video Suit ●		

Excellent ●
Proficient ●
Good ●

LANGUAGES KNOWN

English
Hindi
Punjabi

HOBBIES

Web Surfing, Creative Design, Infographics, Concept Creations, Music, Travelling, Water sports.

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My career has essentially evolved around diverse design and research fields that have involved ideation, creative visualization and usability.

Seeking a full time position with a passionate, dedicated group that produces meaningful and influential products.