

GRAPHIC ● WEB ● DESIGN ● ILLUSTRATION

Objective

Seeking a role in concept development and production, which demands maximum utilisation of my creative skills and knowledge and an opportunity to exceed my own expectations.

Work Experience (Overall 5 years)

Red Marketing Communications, Sharjah, UAE /Jan2006-Till Date/

(In-house advertising agency for leading low cost airline in Middle East – Air Arabia)

Working as Visualiser and assisting Art Direction from briefing to final artwork.

Key responsibilities have included

- Generating innovative ideas for layouts and execution of Air Arabia campaigns.
- Development and execution of the AIR ARABIA TV Commercial.
- Executing layouts for magazines like Al Nawras, Saif-Zone, Sharjah International Airport.
- Corporate branding for Sharjah Airport and Air Arabia.
- Sole responsibility of handling all the projects of LLJ Property.

Carphonewarehouse Pvt Ltd (HO), North Acton, UK /Sep2004-Nov2005/

Worked as an Internal communication Executive providing the departments with the excellent service and experienced knowledge of the products the company offer.

Key responsibilities included

- Advising departments with new product details and creating communication levels.
- Solving problems either with own knowledge or by liaising with other departments.
- Coordinating with marketing and media department for new service launch
- Working with my team to meet and exceed service levels.

Trends Ad Filmmakers Pvt.Ltd, Bangalore, India /Aug-Dec 2003/

Worked as an Assistant Art Director.

Key responsibilities included

- Pre -production like sourcing and short listing of models for ad films, concept development, set designing and location selection.
- Assisted the Art director in creating and developing advertisements.
- Worked on advertisements including Tide Detergents, Tops Jams & Custards, and a social advertisement on AIDS awareness.

Phase1 Events & Entertainment Pvt. Ltd., Bangalore.India /Jul 2002-Jun 2003/

Worked as a Creative Designer in the Creative Department of a leading event management firm in India.

Key responsibilities included

- Corporate branding exercises for the firm as well as clients of the company.
- Designed sets for various events organised by the firm.
- Designed posters and flyers for public promotion.
- Managing client contacts and ensuring customer relations are retained by various marketing activities.

- Organising road shows for large clients like Pepsi, American Express and Cartoon Network.
- Providing ideas and themes for firms' Annual day celebrations including selection of music, set ideas, marketing etc.
- Providing product launch ideas for major clients like the launch of Mercedes new E Class in India.

Euro RSCG, Bangalore, India

/ April - May 2001 /

Trained as a Graphic Designer under the art director

- Trained in the design concepts used in the Ad industry.
- Participated in the design of advertisements for Intel, Philips and Weekender

Software Skills

Adobe Photoshop
Adobe Indesign
Publisher

Adobe Illustrator
Quark Ex.
FrontPage

Adobe PageMaker
C++
Mac X tiger

Corel Draw
MS Office
Windows

Education

Wigan & Leigh College, Wigan, UK

/ 2002-2004 /

PG Diploma in Advertising and Marketing Communication

Core Subjects: Consumer Behaviour
Marketing Management
Organisational Behaviour
Advertising Campaign
e-CRM

G.R.D College of Science, Coimbatore, India

/ 1999-2002 /

B.Sc. Visual Communication

Core Subjects: Intro to Visualization and Commercial Arts
Elements of Film and Video Production
Commercial Broad Cast
Graphic Production
Intro to Advertising and Marketing

Date of Birth

14th June 1980

Other Interests

- Photography
- Volunteered in social service activities for children and old age
- Involved in organising inter-college cultural festival including, theme design and promotion, and event coordination.