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Experience

2016 Dec onwards	Creative Director at LiqvdAsia Singapore
2015 Oct - 2016 Feb	Consultant Digital Marketing Executive at OperaMediaWorks Singapore
2014 Sep – 2015 Jan	Consultant Creative Director at Global Image Factory. - Mumbai
2013 June – 2014 Sep	Creative Director at Resultrix. - Mumbai
2011 May - 2013 May	Creative Group Head at Agency Digi. - Mumbai
2011 March – 2011 April	Consultant Creative Group Head at Tribal DDB India - Mumbai (Contract)
2010 Nov – 2011 Feb	Consultant Creative Group Head at AdGlobal 360 – Gurgaon (Contract)
2008 Sep- 2009 Aug	Sr. Designer in Tribal DDB India- New Delhi
2007 May- 2008 Aug	Design Management Faculty to MBA & CAD Faculty in (INIFD). - Kolkata
2006 Nov- 2007 May	Flash Designer in Avant Garde Omnimedia - Kolkata
2005 Sep – 2006 July	Diploma project in Avidas Designs. - Kolkata
2005 July	Intern in Lokus Design, Pune - www.lokusdesign.com
2005 May – 2005 July	Intern in bcwebwise, Mumbai - www.bcwebwise.com

Education

2009 -2010	MA Interactive Media - University of the Arts London
2002 -2006	Bachelors in Fashion & Information Technology – NIFT Kolkata

Software Skills

ADOBE SUITE	AXURE PRO 6.5	VISIO
BALSAMIQ	GOOGLE WEB DESIGNER	OMNIGRAFFLE

Skills

User Interface Design

Information Architecture

User Experience Design via research and methodology

Mobile Application Design

Key Clients and Projects

OCBC	Building wireframes and directing the completion for the responsive websites, pages, eDms, banners.
Sephora	Building wireframes and directing the completion for the responsive websites, pages, eDms, banners.
Unilever	Creating media and marketing strategies along with the team to support sales and creative.
Honda	Ensuring they are building the responsive website to the Functional Specifications provided.
Beam	UX Design for Mobile website. Designing iPad screens and website style guides, EDM Designing.
World Vision	UX Design for Mobile website. Email marketing design and build using inline HTML. Designed and animated rich media banners.
Bperfect	Ensuring they are building the responsive website to the Functional Specifications provided.
Karbons Mobile	Building wireframes for the responsive website to the Functional Specifications provided.
Easy Day Website	Creating responsive annotated wireframes.
Multiple Finance Institutions	Researching client /user requirements and visual capabilities in brainstorm meetings. Creation of wireframes, site maps and user journey flowcharts. Conducting usability testing of the app during the build stages with Research Analysts. Redesign of Company intranet research website.
Tempo	Researching client /user requirements and visual capabilities in brainstorm meetings. Creation of wireframes, site maps and user journey flowcharts.

Awards

2009

Gold at Communicator Awards in Online Viral Marketing for Virgin Mobile

Reference

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