



Pullock Banerjee

Creative & Technology Head

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PROFILE

A Vision to Lead, Direct, Strategies & Control Product Development, Technology Delivery, operation, Creative Visual Design, Administration & Client Communication.

20 years in Creative Direction, for UI/UX Visual Design, Product Branding Design, Advertising & Publishing, online Content Design & Delivery, Product Design.

17 years in Business Analyst, Product & Technology Delivery Management, Project Management, operation & Administration, Business Lead & International Business Management.

6 years in Social Media/ Corporate Branding & Campaign Strategy Planning & Design.

Total 20+ years experience in successful Career across various domain of Developing & Executing Strategic operation to promote organizational Rapid Growth with optimal use of Resources.

Working & Researching with **Immersive Technology – XR (MR/VR/AR), IoT & AI based System & Device Design/Development**. Challenging the Stretch ability of technology Creating Innovative **Mobile Application**, Cloud Application, **Gaming** and various other Product/Solutions.

In Spare time and from passion I am an Advisory since few years to multiple technology and Production Startups along with Online ventures. Generally working on Consulting CTO/CEO capacity, and serving actively in the Product Strategy and Delivery functions.

PROFESSIONAL EXPERIENCE

Phoenix Infosoft – Creative, Product & Technology Delivery Manager - March 2008 till date

Key Responsibility –

- Creative & Visual Direction for Product Design/Branding/Creating Design Guideline/Implementing International Design Logic within Proximity
- Product & Technology Delivery Management, key rolls suggesting Client & Implementing successfully with BEST Technology platform foresee future scalability.
- Resource Management, strategy planning & Implementation for maximum output with minimum resource utilisation.
- IT Administration & operation Management with effective Contingency planning
- Business Analyst roll, to understand client business logic, analysis requirement specification and match with organisation expertise, capability and suggest THE BEST Product Solution to stake holder.
- Prepare Scope of Work, Production Plan, Delivery schedule and Project Management with Risk control Matrix.
- Planning and Project Budgeting
- Productivity Improvement & Cost optimization

Accomplishments –

- Expertise in **B2B** and **B2C** products serve 3000 + Business, 20,000 practitioners, > Over 50 thousand Daily Active consumers and > over 1 billion in annual transactions
- Strategic implementation of Best Practise in IT Infrastructure, operations, Product Development & Delivery.
- Experienced Implementing of CRM, BI, ECM, ERP, HRMS, supply chain & Mobile Apps Security
- **Strategic planning & Conceptualizing** of Creating Custom made **Content distribution platform** across mobile/ Tablet, Smart Class, Machine Learning platform that received 3 global

awards for **Encyclopedia Britannica**. Various Learning solutions, e-assessment, LMS, Strategic/ Analysis and

- Supported company growth of 30% YoY and into bottom line profitability
- Helped the company through some Start-ups in last 22 months Opening IT Training Centre build in-house resource, Online Restaurant Venture, Overseas Handicraft/ Handmade Garment Export via Online Market Place and others.
- Generating new business leads and enhancing existing customer services experience thereby contributing profitability and high-quality customer relationship management
- Deal with National & International clients on proactive basis and maintain a steady Stream line of work and income.

Indian Blooms News Agency- Freelance Photojournalist, Document Film Maker and Chief Photo Editor - February 2014 Till Date

Key Responsibility –

- As Freelance Photojournalist Capturing many sensitive Social Issues, Entertainment news
- Create Photo Story & Photo Easy
- Performing as Chief Photo Editor to decide the use of Photo strategically for Articles and News.

Gurg Software Service Pvt. Ltd. - Product & Technology Delivery Manager- 1st June 2006 to 30th March 2009

Key Responsibility –

- Visual and Creative Direction, for UI/UX team with Intuitive and Innovative Design approach for Product Design. Lay down wireframe structure flow for Stake Holder Presentation.
- International Business Analyst, Presenting Best Scalable Technology Delivery using optimal resource & Time to Business Stakeholder/ Finance body.
- Optimise Risk factor controlling Resource Management, Robust Technology use, Quality Delivery Maintaining Schedule, Advance process oriented operations.
- Project Management & Build Requirement Specification analysing client brief.

Trust Infocomm Pvt. Ltd - Project and Creative Director - 10th November 2005 to 31st May 2006

Key Responsibility –

- Project and Creative head in the field of Web Design & Development, E-Learning, CBT Development and 2D/3D Animation.
- Leading the definition of an outsourcing and centralization strategy for Application Development and Planed Execution.

DPS Technology India Pvt Ltd - Sr. Project Consultant/Project Management - 1st July 2005 to 7th November 2005

Key Responsibility –

- Managing Creative Visuals for UI/UX and Development of Web App, Multimedia, & E-Learning Content Development, for Overseas Clients.
- Leading International Client Communication, Creating Visual Presentation for Product Demo, Delivery.

JAKS STUDIO PVT.LTD - Production Manager and Sr. Visualizer - 1st December 2003 to 30 June 2005.

Key Responsibility –

- Art Direction, Story telling, Production Planning & Executing 2D and 3D Animation Project which where in the pipe line of Cartoon network for telecast
- Creating Interactive Education Content Development, Outsourced Digital Animation production from US which was also known as limited animation.

Accomplishments -

- Directed Animated series on Akbar and Birbal for Cartoon Network.

Colour Magic/CAPS MICROGRAPHIC - Multimedia Team Leader & Production Manager - 3rd June 2002 to 28th November 2003

Key Responsibility –

- Leading the Web and Multimedia division from fore front and Guiding the Marketing team with Digital Marketing and Brought in Strategic Growth, Business Profit.

- Creating Brand Identity Design and Strategy planning for various product and Agencies Pan India. And many Digital and Print

Futertech Communication - 2D Animator and Multimedia Professional - 6th March 2002 to 31st May 2002.

Key Responsibility –

- Worked in live projects Pandav Goyenda the 1st ever Bengali animated TV serial in Kolkata telecasted in Tara Bangla, As Freelancer I had worked here added 6 months. Its got huge popularity among kids.

Signotron (India) Pvt. Ltd - Sr. Interface Designer - 10th November 2000 to 1st March 2002

Key Responsibility –

- Responsibility – To create out of the box ideas for UI for mobile app, Web Application.

Earthbase Technologies Pvt. Ltd - Graphic Designer for Web & Graphics- 1st November 1999 to 7th November 2000.

Key Responsibility –

- Step into Web Design and Development, Creating Info graphics, Typography Guideline, and successfully Graphical Makeover of many Domestic and Overseas Products, Websites, Digital Branding and Print Media Info graphics

Rediffusion DY&R Brand Communication - Sr. Visualizer & Assistant Creative Director - 1st October 1998 to 31st October 1999

Key Responsibility –

- Responsible of creating Visual Concept for Outdoor and indoor advertising.
- Planning for Campaign and executing it under Art Director. (Worked for clients like "Eveready", "Arc Carbon", "Tez Tea, Exide")
- Added my Creative Media planning, Film and Art Direction for many Ad Shoots and TVC

West Bengal Education Department (D.P.E.P) - Freelance Visualizer - 1998 to 1999

Key Responsibility –

- Created Many Print Media Design and Info graphics for Child Education Campaign, The logo with one pencil and 2 kids sitting on it was visualised and created by me, which became the Symbol of Child Education in Bengal.

Cambridge Book House - Freelance Illustrator and Creative Lead - 3 years from 1993 to 1996

Key Responsibility –

- Design many Book Covers of Novels, Friction Series, Children Story Books, Journals, and Magazines. Many acclamations for Authors and Publishers pan India.

MY EDUCATION

1. "**Bachelor Of Visual Arts** "under" Calcutta University" from " Government College Of Art and Craft" in *Advertising & Applied Art* and Passed with 1st class in year 2000. Done Photography Course from the college along with Lab Processing.
2. Passed C.B.S.E (A.I.S.S.E) in year 1992 from Bharatiya Vidya Bhavan
3. Multimedia Certificate Course from "Pentasoftware"(Pent four) kolkata.
4. Diploma in Fine Arts from "Sharba Bharatia Charu Kala Mandir" 7 years
5. Brain bench Certificate in Adobe Photoshop.
6. Advance Certificate Course In 2D CLASSICAL ANIMATION From TOONZWEBEL ACADEMY, India, West Bengal, Kolkata. March 2004 – Dec 2004
7. Pursuing MBA from Sikkim Manipal University, completing 2020 March.
8. Doing SCURM MASTER Certification, end of Dec 2019

TECHNOLOGY & MANAGEMENT SKILLS

1. Adobe Photoshop & Light room
2. Adobe Illustrator
3. Flash & Flex

4. Corel Draw / Freehand / Page Maker
5. Captivate / Articulate / Lectora
6. Moodle Implementation / Knowledge of Opingo LMS
7. InDesign / iBook Author
8. WordPress knowledge
9. HTML5 and JQuery Knowledge.
10. Knowledge of Communication via TRELLO and JIRA and Repository Bitbucket and GitHub
11. React JS, Ionic, Flutter (basic)
12. Working with Artificial Intelligence, Virtual Reality and Augmented Reality for cutting edge product.
13. Knowledge of Agile and water flow process of work.

Management Skills:

14. Project Management
15. IT operations, Infrastructure & Administration
16. Product & Technology Delivery Management
17. Creative Direction for UI & UX
18. Business Intelligence and Analyst
19. Lead Generation & Client communication.
20. Social Media Branding, Campaign Designing & Strategist
21. Product Designing.
22. Managing International Client Account & Portfolio
23. International Business Development.
24. Planning & Budgeting
25. Expense Planning/Control & Margin improvement
26. Strategic & Operational Planning
27. Productivity Improvement & Cost Optimizations

PROJECTS & ACHIEVEMENT

A. Advertising and Publishing

- I. At **Rediffusion-DY&R brand communication** as **Senior Visualizer & then Assistant Art Director**. Successfully Created several National Campaign Strategy Design, Brochure, Dangler, Hoarding, Journals, calendar, poster with **Award winning idea & creative Concept** for Clients – Exide, Arc Carbon, ITC, Eveready, Dell and many more.

Achievement –

- *Got several letter of Appreciation from Client and leading Brand like Arc Carbon, Eveready, Exide.*
- *Took Part in several High Profile TVC idea generation & Brain storming session & Client Presentation with Poof of Concept.*
- *Knowledge of Commercial & Documentary Photography helped in many assignments reducing Agency & Client cost of engaging professional Photographers.*

- II. At **Color Magic / Caps Micrographics** – As Creative Lead created Several Digital and Print Media Campaign/Branding for Client like Rollick, ITC, Seagate, HCL, WB Forest Dept., WB Fishery Dept. and many more.

- III. For Several National and International Brand like Autodesk, F1School, Keromask, Godrej, Seagram Liquor Brand created innovative, out of the box creative Brand design & Campaigns. Plan Several Out Door Ad Campaign and Installation.

Achievements –

- *Received Letter of appreciation from "Sugoto Bose" & "Krishna Bose" for designing Netaji Research Bureau Magazine for 5 long years.*
- *As Creative Consultancy in Innovative Brand Design, Strategizing Print Media & Social Media Campaign-Promotion with Stunning Visual Design for Start-up like Dhooliawala.com, Priyankazkitchen and few more.*

B. Social Media/ Corporate & Product Brand Designing, Digital / Print Media Campaign & Promotional Strategy, Lead Generation, Media Analyst.

Remarkable Achievement in Analyzing the Client Business Requirement, Pushing ahead of Competitors, Increase the Brand Value, Setting Future goal & Strategic planning for Campaign & Promotion across various Social Media Platform. Generating Quality Leads & Converting to actual Business. Creating Stunning visual & Creative content Posts.

Strong expertise in, **Creative Visuals Design & Strategy Planning of Campaign & Promotions, smart Content** supported by Analytical SEO team, Innovative Brand Designing led to many success stories. Few clients are Natural Group (Real-estate), Team Taurus (Real-estate), Dhulaiwala (online Laundry service), Priyankazkitchen (Online Restaurant) and few more from Health Care, Law and CA Firm, Schools, Retails & Garments, Overseas companies.

Achievement -

- *Been only 5-6 years, showed the magical increase in Footfall of traffic convert to actual customer from 30% to 50% in period of 6 to 8 months, **achieving** to convert almost 100% client in long term engagement contract.*

SEO & SMM Step we follows -

<https://drive.google.com/file/d/11aottA2iVJ7x3JLTf2a2DdTRUKIb6veB/view?usp=sharing>

C. e-Education & Interactive Blended Learning Solution for k-12 & higher studies.

Stagiest & Designer for Interactive Blended Learning Material, Content Delivery & Distribution via Mobile / Tablet & Smart Class Room (Smart Board), Streaming Class Room (Virtual Classroom).

Use of Immersive Technology – XR (AR, VR, MR) and IoT based System with AI control.

Achievement

- *of creating Award winning LMS for Encyclopaedia Britannica, installed in few hundred School all over Indian.*
- *Developed High-end Learning & Training Material for Autodesk, Pearson, Cengage, Wiley, OUP, Nebraska University released Globally. Got Autodesk & F1School UK vendor listing which is the first in India.*
- *School Management System for Digital & Cloud Application. Bringing School, Teacher and Student under One Umbrella. Implemented Pan India.*

D. Health Care Solution – Products – Web App, Mobile & Tablet App – Using Use of Immersive Technology – XR (AR, VR, MR), Gesture Control & IoT based System with AI control.

i) Health Care App which include – Patient, Doctor, Diagnostic center & Medical Store Management.

ii) e-Hospital System – online reception using Kiosk and Interactive Tablet app, Calling facility, online payment, online feedback, online admission/Discharge, online Billing with every day notification, online medicine store many more.

Achievement –

- *Given Presentation at **G D Diabetic Hospital for Installing** online Reception, online Feedback, Doctor Tracking with Chamber, online store, online daily reporting (implementation of AI tools and features) etc. Awaiting Contract.*
- **Over 15 installed in Lab & Diagnostics centre and Medical Stores across West Bengal.**
- *Development & Implement of **Cure Mantra** Healthcare App with Generation ahead features binding Hospitals, Doctors, Patients, Diagnostics centre & Medical Stores under one roof. A potential project to raise multi Billion funds.*

E. Restaurant and Hotel Solution/ Product Mobile and Web:

i) **Design & Developed** - Online Order, Home Delivery/Pickup from shop, Pay online or cash on delivery many more.

ii) Created & Implemented - Online Ecommerce market place for Home cook and Restaurant to sell their product online

iii) Hotel and Restaurant Management System, design, Developed, Installed & Marked in India & Abroad. Mobile app for **ZAZUENTS** Ireland was one great experience & Achievement.

Achievement –

- *Installed & operating Successfully start up venture like Priyankazkitchen in-house Online Chocolate, Pastry and Food Business.*
- *Several Fast Food Centre and Restaurant's ROI has increased up to 30% - 60% in a year or two. Installation over 50+ businesses all over WB.*

F. Real Estate Solution for Web and Mobile:

- i) Creating VR walk through, 3D modelling of building created with virtual office and apartment, shoot 360 degree images using virtual camera and via VR programming walkthrough get created.
- ii) Online Property listing Website, Online booking/ Purchase/ Rent of property. Achievement – Client in Domestic & Overseas, - Natural Group, Agarwal & Agrawal Architect, Team Taurus (SEO & SMM) & it's growing more

G. Online Customize Tailoring Order Management System:

- i) **Online Customize Tailoring order for multiple products.**

Achievement –

*Client **Hellotailor** was our major step in Tailoring Sector & seeing the success rate growing from 10 – 60 in just 6 month we are very happy.*

Mobile app Portfolio and case Studies -

<https://drive.google.com/file/d/15O EZrp-jJZRzmZwWTw7w0xWDBJUvv0up/view?usp=sharing>

Website, Print Media, ELearning, Portfolio -

<https://drive.google.com/file/d/1nKe3A2Isr4FxZPRcqff1DypJ3TZWgNNL/view?usp=sharing>

WHAT I HAVE TO OFFER

1. *Creative & Visual Direction* - Creating innovative out of the box concept for UI/UX, Print Media & Social Media Campaign. Product Design & International Design Logic within Proximity.
2. Creating Design Guideline for International Brand, use of user Accepted Typography, Colour psychology and use of Negative & Positive space, story telling content distribution.
3. Create Scope of Work, Production Plan, Delivery schedule and Project Management with Risk control Matrix.
4. *Product & Technology Delivery Management*, suggesting Best future Scalable Technology Delivery using optimal resource & Time to Business Stakeholder/ Finance body.
5. Business Analyst roll, to understand client business logic, analysis requirement specification and match with organisation expertise, capability and suggest THE BEST Product Solution to stake holder.
6. *Planning and Project Budgeting*
7. *Productivity Improvement & Cost optimization*
8. *Strategic & Operational Planning*
9. *Expense Planning/Control & Margin improvement*

CLIENTS – DOMESTIC & GLOBAL

Autodesk USA | Pearson USA | Cengage | Queens University Canada | Nebraska University | McGraw Hill | Lincoln Interactive | Wiley | Oxford University Press | PraZas (USA) | E-Assessments Tomorrow UK | Encyclopedia Britannica India | Arujuna Learning Design USA | Sify Learning | Tata Interactive Service | Learning Mate | West Bengal Vocational Council | Directorate Of Industrial Training | Exam On Demand UK | Razi Education UAE | ACAD, USA |

Cure Mantra (Health Care) | Kalebr Duba | Qualserv UK | Hellotailor, Anniluce UK (Online Custom Order-Ladies Garments) | Keromask (UK, Online Beauty Product) | Material Bazar (Retail Ecommerce Market Place) | Natural Group, Oxfordproproperties (RealEstate) | Zazuents.com, Priyankazkitchen (Restaurant

Mobile and web App) | Phototainment360, USA | Impress Digitally USA | Dhooliwala (Online Laundry Service), Eleview Inc, (USA Partner)

AWARDS RECEIVED

Received Govt. College Award in year 1998-99 for Best Concept Campaign Design

EXTRACURRICULAR ACTIVITIES

Chocolate and Pastry Chef, Drawing cartoons & caricature, Making Decorative & Glass Jar Candles for Export, painting and working in various creative media.

LANGAUGE KNOWN

English, Hindi, Bengali

PERSONAL DETAILS

Date of Birth: 4th July 1973 | **Sex:** Male | **Nationality:** Indian | **Marital Status:** Married