



Parvez Rajapurkar

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BRIEF PROFILE

Bachelor of Fine Arts (BFA), with prior experience in Graphic Designing & Brand Identity development.

PROFESSIONAL EXPERIENCE

Sr. Visualizer
at Diadeis **Mumbai, India** - April 2018 - Present

Contribution

- Leads the design process for packaging materials for products, including brainstorming, sketching and creating prototypes.
- Works with clients to understand their needs.
- Evaluates consumer and market trends for packaging materials
- Collaborates with marketing and creative teams, especially graphic designers and copywriters, to create eye-catching designs.
- Responsible for conceptualising, designing & execution of ATL/BTL and digital content.

Sr. Graphic Designer
at Sim Graphics **Mumbai, India** - November 2017 - April 2018

Contribution

- Responsible for conceptualising, designing & execution of ATL/BTL and digital content.
- Responsible for product retouching, enhancing & color correction.
- Responsible for designing and printing of POP/POS & BTL level collaterals for clients.
- Involved in Gif & PDF workflow process for web, press, editorial & form usage.
- In depth knowledge of typography, english typing, adobe CS, computer trouble shooter, macintosh, PC and microsoft office.

Sr. Graphic Designer
at Memac Ogilvy **Jeddah, KSA** - April 2015 - May 2017

Contribution

- Involved in brand identity development.
- Responsible for conceptualising, designing & execution of ATL/BTL and digital content.
- Responsible for designing POP/POS & BTL level collaterals for clients.
- Worked closely with creative director and client servicing team in executing client brief.
- Engaged in PDF workflow process for web, press, editorial & form usage.
- In depth knowledge of typography, english - arabic typing, adobe CS, computer trouble shooter, macintosh, PC and microsoft office.

Jr. Art Director
at Havas Worldwide **Riyadh, KSA** - June 2002 - March 2015

Contribution

- Involved in brand identity development.
- Responsible for conceptualising, designing & execution of ATL/BTL requirements of clients.
- Exposed to graphic designing, photography, art direction, & media layouting.
- Responsible for designing POP/POS & BTL level collaterals for clients.
- Worked closely with creative director and client servicing team in executing client brief.
- Engage in PDF workflow process for web, press, editorial & form usage.
- Successfully designed trade show exhibits.
- In depth knowledge of typography, english - arabic typing, adobe software, quark xpress, computer trouble shooter, macintosh, PC and microsoft office.
- Successfully handled production & fabrication of various signage projects.
- Involved in vendor management process.
- Successfully supervised graphic department operation.

Sr. Graphic Designer
The Saudi Atelier **Jeddah, KSA** - Dec 1996 - June 2001

Contribution

- Was involved in design creation, layouting & final artwork operations.
- Successfully done scheduling for multiple projects.
- Was involved in vendor management process.
- Exposed to digital imaging, system work, pre-flight & troubleshooting electronic files, color separation & correction.
- Exposed to electronic file management process which includes archiving, compression, retrieval, & cataloguing.
- Exposed to CD, Jazz, Optical and Bernoli burning process.
- Successfully handled multiple designing projects.
- Responsible for template & style development for large scale publications.

ADDITIONAL SKILLS / ACTIVITIES & INTERESTS

- B.A., (Economics) from Kishinchand Chellaram University, **Mumbai India**
- Bachelor of Fine Arts, L.S. Raheja School of Arts, **Mumbai India**
- Diploma in graphic designing, **Mumbai India**
- Diploma in typing, **Mumbai India**
- Diploma in window software, **Mumbai India**
- Languages known: English, Arabic, Hindi, Marathi, Konkani & Urdu.

TECHNICAL SKILLS

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|---------------------|----------------------|
| Adobe Photoshop | ●●●●●●●●●●●●●●●●●●●● |
| Adobe Illustrator | ●●●●●●●●●●●●●●●●●●●● |
| Adobe Indesign | ●●●●●●●●●●●●●●●●●●●● |
| Acrobat Pro | ●●●●●●●●●●●●●●●●●●●● |
| Adobe After Effect | ●●●●●●●●●●●●●●●●●●●● |
| Adobe XD | ●●●●●●●●●●●●●●●●●●●● |
| Adobe Dreamweaver | ●●●●●●●●●●●●●●●●●●●● |
| CorelDraw | ●●●●●●●●●●●●●●●●●●●● |
| Microsoft Office | ●●●●●●●●●●●●●●●●●●●● |
| Cameras & equipment | ●●●●●●●●●●●●●●●●●●●● |
| Mac & PC proficient | ●●●●●●●●●●●●●●●●●●●● |

QUALIFICATION

- 18+ years of experience
- Background working on a variety of assignments
- Extremely organized and capable of managing multiple and varied projects
- Strong set of technical and practical skills
- Practical experience working with photography programs and equipment

SKILLS

- Typography
- Composition
- StroyBoarding
- Color Theory
- Design Theory
- Photography
- Computer Trouble shooting
- Networking
- Visualization

MAJOR CLIENTS

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|-------------------|------------------|
| Carrefour | Sigma Paints |
| Panasonic | Peugeot |
| Mitsubishi | Hana (packaging) |
| CNBC | Pizza Inn |
| Minopolis | Fresh Berry |
| Abu Kass | Modon |
| Burger King | Western Union |
| NCB Bank | Ikea |
| NCBC capital | Hempel Paints |
| Castrol | Bupa |
| Al Mutlaq | Jabal Omar |
| Unilever | Johnson Control |
| Glaxosmith | Givenchy |
| S T Dupont | Chanel |
| GlaxoSmith | Tropgo |
| Aptech Learning | STL |
| Aptech Montana | Treat Resort |
| Aptech Aviation | Aptech Arena |
| Aptech Maac | |
| Aptech Lapa | |
| Nisus Real Estate | |
| Cambridge | |

SHORT TERM

SR. Graphic Designer
Genesis Adv
Riyad, KSA
July 2017 - September 2017

Graphic Designer
4 Sight Advertising
Jeddah, KSA
October 2001 - May 2002

Graphic Designer
ADS & GRAPHIC
Jeddah, KSA
Aug 1996 - Nov 1996

Graphic Designer
Focus DMB & B
Jeddah, KSA
Nov 1996 - Dec 1996

Graphic Designer
Link Media Agency
Mumbai, India
May 1995 - April 1996

Graphic Designer
Technic Graphic
Mumbai, India
Feb 1994 - Mar 1995