**Shankar Das sh34738@gmail.com | 9972582047**

Creative Development | Marketing Communications | Designing Creatives & Infographic

Summary

 An innovative graphic designer with holistic design thinking ability. A cumulative experience of 5+ years in creative, catalogue and package designing. Helped several clients in designing their marketing collaterals which has positively impacted their brand. Key Skills include: Strong design thinking skills, Aesthetic clarity, holding customer conversations and understanding of marketing principles.



# Experience

## Creative Designer at IQLECT

May 2018 – July 2019

| Create visual prototypes and wireframes for simulations, applications, and analytics solutions.

| Develop videos, animations, illustrations, infographics based on storyboards.

| Work within the brand guidelines to create a variety of graphic assets for the web, social media, and other IQLECT' assets.

| Work with Product/Engineering/Business team to bring features and products to market.

| Development of newsletters/ webmail both internally and externally.

| Generate and manipulate graphic components into a unified, consolidated output.

| Create tech packs with detailed specifications which includes the printout of design, size, color, material selection, product description and entity

## Creative Content Developer at Parentof

May 2017 – February 2018

| Implement culture and principles within the group, while setting new standards in executional and operational excellence.

| Provide leadership, direction and mentorship for a team.

| Lead creative and holistic thinking across platforms.

| Create a user engagement plan, Creation of visual assets, Setup the email marketing funnels, Sponsorship print material.

| Create & manage graphics for marketing initiatives.

## Graphic Designer Marketing at Zinnov

March 2015 – April 2017

| Create & manage graphics for marketing initiatives on social media & other platforms.

| Conceptualize and design infographics for reports and whitepapers that include translating complex engineering concepts into simple visual content.

| Review all graphic materials to ensure the quality and accuracy in the design and content.

| Create html css templates, newsletters and marketing collaterals.

| Plan and execute large scale events for Zinnov. This includes creation of designs for stage back drop and standees, stage layout, managing all graphics, audio/visuals etc.

| Holding conversations with vendors and negotiating for best quality at minimum cost

## Contract Consultant Graphic Designer at Zinnov

January 2015 - February 2015

| Operated as lead designer of internal email newsletter, distributed monthly to over 1,000 customers.

| Infographics and creatives for web and print media.

| Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements).

| Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals.

## User Experience Designer at MediaJackers

August 2014 - January 2015

| Attend client meetings and understand their brand and promotion requirements

| Come up with innovative concepts and get approval from the clients

| Carry out detailed research and create design briefs for approval

| Estimate the time required to complete the designs and send quotes accordingly

| Send out the completed designs to the clients for feedback.

## Graphic Design Intern at Digi A Plus Technologies Pvt. Ltd.

March 2014 - August 2014

| Designing visual collateral for clients

| Work with Java scripts to create interactive apps for clients



# Education

|  |  |  |  |
| --- | --- | --- | --- |
| **Year of Completion** | **Degree/Course** | **Institute** | **Aggregate** |
| 2014 | AAA-VFX pro (Certified) | Animaster academy, Bangalore | B+ |
| 2011 | Bachelor of Commerce (B. Com) | K.C. Das Commerce College, Guwahati University | Discontinued |
| 2008 | PUC, Commerce | Kendriya Vidyalaya, Guwahati | 60% |
| 2006 | 10th Std. | Kendriya Vidyalaya, Guwahati | 51% |



# Key Skills

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| Adobe Creative Suite | Adobe muse cc | After effects cc |
| Autodesk Maya3D | Photoshop/ Lightroom cc | Adobe illustrator cc |
| Dreamweaver/ InDesign | Adobe Xd cc | Corel Draw |

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# Personal Details

**Date of birth** 03/12/1991

**Language** English, Hindi & Assamese

**Present Address** HSR Layout, Garvebhavipalya, Muneshwara Nagar,

 Bengaluru, Karnataka 560068