

## CONTACT INFORMATION

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## TECHNICAL SKILL SET

- Adobe Photoshop
  - Adobe Illustrator
  - Adobe Dreamweaver
  - Adobe Flash
  - Adobe Premiere
  - Adobe After Effects
  - Adobe Acrobat
  - Sound Forge
  - Adobe In-design
  - Microsoft Word
  - Microsoft Excel
  - Microsoft PowerPoint
  - FTP clients
  - Wordpress
  - Adobe Fireworks
  - Captivate
  - Lectora
  - Camtasia
  - Swish
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## CAREER OBJECTIVE

As an experienced Visual and Interactive Designer I worked with world's top brands from different segments such as **GENPACT, Samsung, Canon, Ranbaxy, GSK, Intel, Motorola**, etc. and **would like to share my experience & knowledge in the interactive media with your organization, work in a challenging environment to give a solution on time, and also gain much valued insights of your esteemed organization.**

I enjoy maintaining a role of **Creative Producer, Team & Project Management, Planning & Execution**, etc. I am capable of providing substantive and effective Communications programs in several ways:

- conceptualize a core of ideas – for **Usability, Style Guide, Interaction Design, Game UI, Web UI, Identity Design, e-Learning Course UI, WBT, CBT, Print design, etc;**
  - to present those core ideas in ways that foster consensus, decision-making and action;
  - to maintain usability standards for constructing a **GUI (Web 2.0)** and resolving the related issues;
  - to create **strategies** to realize the vision;
  - to design innovative programs or projects to implement the strategies;
  - to establish priorities and work plans;
  - to visualize, write and produce effective media materials;
  - to facilitate staff to use their best capabilities;
  - to manage activities and budgets
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## AREAS OF EXPERIENCE

I am very adaptable and feel confident working across several domains

- Interaction Design
- Usability
- Web Design
- E Commerce Websites
- E Learning
- Corporate Presentation
- Brochures
- Corporate ID
- Re-branding
- Illustration
- A/V Production

## KEY SKILLS

I am used to constantly adapting my skills to keep up with the latest industry standards; I try to do this by spending as much time as I can on the web researching, learning and absorbing as much information as possible.

- Logo design, Interaction Design, Branding
- Solid layout and typography skills
- A head full of ideas and a natural passion for design
- A genuine interest in the internet, accessibility, usability and analytics
- W3C Standards Based XHTML and CSS
- Sound understanding of Web 2.0, E Commerce and CMS apps and technology
- Knowledge of cross-browser issues

## PROFESSIONAL EXPERIENCE

### 1. ELI Research India Pvt. Ltd, NCR

ELI Research is an US based online product and content development company having development centres in India, USA and Philippines.

- **My Role: UI / Creative Design Lead and Usability Specialist**
- **Responsibility:** Product & Project planning, Marketing Strategy, Interaction with the US Team, conceptualize core ideas, maintain & defining usability standards for constructing a GUI, establishing priorities and work plans, managing Designers and Developers, etc.
- **Duration:** Jan 2009 – till date.

### 2. Caneum India Pvt. Ltd, Gurgaon (subsidiary of Caneum Inc.) now Stigasoft

Caneum Inc. (CANM.PK) is a public trading company and a global provider of business process and information technology outsourcing services and solutions.

- **URL:** [www.caneum.com](http://www.caneum.com)
- **My Role: Creative Head – Team Lead**
- **Responsibility:** Interaction with the clients, conceptualize core ideas, maintain usability standards for constructing a GUI, establishing priorities and work plans, managing activities and budgets for projects, recruitment, etc.
- **Clients:** BG Group, Collage Group, Xoom Corporation, Trymetris Capital Management, LLC, British Council India, Ministry of Finance-Financial Intelligence Unit (FIU-IND), Global Hotelindex Ltd, EDS, Barium AB, Delhi Art Gallery, Fashion Design Council Of India (FDCl), Palette Art Gallery, AIS Glass Solutions, DIRECTV, Expekt.com, Mauritius Telecom, RingCentral, Inc, Ranna Gill, Hanut Singh, etc. and many more
- **Duration:** September 2007 – Nov 2008.

### 3. White Technologies Group, Noida

A US based software company operating its development centre working for several non-government and government organizations in US.

- **URL:** [www.whitetechgroup.com](http://www.whitetechgroup.com)
- **My Role: Visualizer / Team Lead - Design (Graphic & Software Game UI design)**
- **Clients:** Confidential
- **Responsibility: Game UI** Concept designing, Graphics team handlings, interaction with the clients, conceptualize new ideas, maintain usability standards for constructing a GUI, establishing priorities and work plans, etc
- **Duration:** April 2006 – September 2007.

### 4. FCS Software Solutions Limited, Noida

An ISO-9001 Certified MNC providing Offshore Software Development, E-Learning, Software Consultancy, Domestic & International Technical Support.

- **Total Employee strength:** 800 nos.
- **URL:** [www.fcsltd.com](http://www.fcsltd.com)
- **My Role: Team Lead (e-learning).**
- Worked for brands like Canon, GECIS (Genpact), Domino's, Gillette, P&G, Motorola
- **Duration:** December 2004 – March 2006.

### 5. Zed Axis Technologies, New Delhi

A premiere design house in Delhi, deals in Web Designing, CD Presentations, Web promotion and e-learning industry.

- **Total Employee strength:** 130 nos.
- **URL:** [www.zed-axis.com](http://www.zed-axis.com)
- **My Role: Sr. Visualiser & Graphic Designer.**
- **My primary responsibilities:** Visualization, Interface Designing for Websites and CD Presentations. Apart from that I was responsible for 2D (Flash) Animation, Sound Editing & Mixing and Video Editing.
- I worked there for different brands like Samsung, Ranbaxy, GSK, Nokia India, Lord Krishna Bank, Century Cinemas, Kashmir-Styles Pvt Ltd, etc.
- **Duration:** December 2002 – December 2004.

6. **ANCIC, Kolkata**

An upcoming Designing Company providing designing solution for every sphere of life.

- **Total Employee Strength:** 20 nos.
- **My Role: Multimedia Developer.**
- **My Responsibilities:** Interface designing for Websites, Corporate Presentations, Pre-Press Designing, CD Presentation, Audio/Video Mixing and Editing.
- Worked for SISI (Govt. of India), RK Technologies, Dream Multimedia, Asha Audio, Speed Print, BPH School, Airtime Marketing & Sales Pvt. Ltd., Red FM, Sriniketan Pvt. Ltd., etc.
- **Duration:** November 1999 - September 2002.

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## OTHER INITIATIVES & INVOLVEMENTS

### **WOMB CREATIVE (www.womb.co.in)**

Responsibility: Conceptualization and Visualization of core ideas for Print Process and Web design

### **Genesis Colors Pvt. Ltd. (Gurgaon)**

Responsibility: Conceptualization and Visualization of core ideas for Print Process

Projects: Designed brochures and invitations for Satyapaul, DG, Shova De, Canali, Samsara, etc.

### **In-Touch Technologies (Kolkata)**

Responsibility: Interactive Programming through Lingo Scripting, Non-Linear Video Editing, and Flash Intro.

Project: Interactive CD Rom presentation for Eveready Industries.

### **Cogent Technologies (Kolkata)**

Responsibilities: Web Designing, Print Design

Projects: www.udyan.org, www.cogenttechnologies.com

### **Dimension4th (Kolkata)**

Responsibilities: CD Presentation and Pre Press Designing.

Projects: CD Presentation for Webel Informatics Ltd.- Dept. of Women & Child Welfare (Govt. of W.B.)

Pre-Press Designing for Webel Informatics Ltd.,

Pre-Press Designing for Aquatica-the Water Amusement Park.

**Lecturer at SISI, Govt. of India for 1 Year (Part Time)**, taking responsibilities of Multimedia Courses, Presentations and Seminars.

### **Perfect Marriage**

An interactive CD presentation prepared by self-production & Marketed by Dimension4th in Kolkata.

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## Designed Websites:

[www.vootage.com](http://www.vootage.com)

[www.artdinox.com](http://www.artdinox.com)

[www.directtv.com](http://www.directtv.com)

[www.ravibajaj.com](http://www.ravibajaj.com)

[www.niitsmartserve.com](http://www.niitsmartserve.com)

[www.claylab.in](http://www.claylab.in)

[www.onlybusiness.com](http://www.onlybusiness.com)

[www.rannagill.com](http://www.rannagill.com)

[www.gsk-ch.in](http://www.gsk-ch.in)

[www.loveleenakumar.com](http://www.loveleenakumar.com)

[www.indiaretailvacancies.com](http://www.indiaretailvacancies.com)

[www.businessschoolforwomen.in](http://www.businessschoolforwomen.in)

[www.inhealthcare.com](http://www.inhealthcare.com)

[www.maliniramani.com](http://www.maliniramani.com)

[www.stellarindiagroup.com](http://www.stellarindiagroup.com)

[www.supercoder.com](http://www.supercoder.com)

[www.iwbs.in](http://www.iwbs.in)

[www.bdncr.org](http://www.bdncr.org)

[www.kuheli.com](http://www.kuheli.com)

[www.shanagr.com](http://www.shanagr.com)

[www.careercrafts.in](http://www.careercrafts.in)

## PERSONNEL DETAILS

Permanent Address : Nazrul Sarani, Block-A, Kolkata-700132, West Bengal.  
Telephone no : +91 33 2538 0701

### Professional Qualification

- Certificate in Information Technology from CMC Ltd.
- Advanced Diploma in Multimedia and Web designing Conducted by Jadavpur University (SET) - Kolkata.
- Certificate in PC assembling and Maintenance.
- Diploma in Still Photography

### Others Qualification

3-Year Diploma in **Fine Arts** from Sarbo Bharatiyo Charukala Kendra, Kolkata.

Date of Birth: 12/10/1977

Marital Status: Married

Extra Curricular: Played Cricket for CAB – Under19 Level and for College.