

Creative Management Professional

Forward-thinking and growth-focused leader with 15+ year of experience directing all efforts related to social media design, digital campaigns, channel branding, TV shows, programmes, documentaries and events from inception to successful completion within time sensitive deadline to achieve and expand client and business growth.

Dynamic resourceful professional known for creating collaborative working environment that stimulates optimistic energy and teamwork by delivering highly effective leadership. Proficient at maintaining and ensuring development of consistently superior visuals that support overall business strategies and projects. Well-versed in planning and conducting detailed research to stay up to date with emerging industrial trends and technologies to institute best practices for traditional and digital marketing products.

Career Highlights

- Possess in-depth knowledge of typography, color theory, corporate identity, and branding by utilizing advanced design methods. Excel at directing creative teams in development and execution of digital and social content for top-tier brands to meet desired milestones.
- Skilled in formulating effective design catalogues packed with visual assets to improve global campaigns and marketing promotions. Expert at interpreting client briefs, facilitating decision-making on colours/themes, and introducing new animation styles. Demonstrated track record of sparking creativity, while focusing on organisational leadership and innovation.
- Refined communicator and presenter; talented at building and retaining relationships with all levels of business stakeholders.

Areas of Expertise

Technical Skills: 3D Studio Max | Adobe After Effects | Adobe Photoshop | Adobe Illustrator

Core Competencies: Social Media Campaign Management & Design | Branding Identity Design & Development | Strategic Planning & Implementation | Brand Promotion & Awareness | Event Management | Show Packaging & On-Air Promotions | Motion Graphics & Animation | Compositing & Visual Effects | Color Correction & Typography | Presentations & Documentaries | Team Building, Leadership, & Training

Languages: English | Hindi | Urdu | Arabic

Signature Achievements

- Delivered expert advice and graphical solutions to stakeholders on social media platforms with 8M+ organic followers.
- Rebranded channel and established new look by giving a complete international and modern feel in contrast of local Arab channel, resulting in accelerating viewership and audience by huge margin and became one of leading channels of region.
- Steered specifically assigned shows designed for kids and youth that acknowledged as one of the best shows in Kuwait.
- Achieved high TRP rating and gained advertisement that enhanced channel revenue.
- Acquired appreciation from top management and attained token of appreciation.

Professional Experience

Creative Head, Ministry of Foreign Affairs & International Cooperation (MOFA) – Abu Dhabi

2015 – Present

Provide strategic leadership guidance and roadmaps to a qualified team of designers in implementation of innovative graphics and animations for achieving desired objectives. Steer all efforts related to execution of creative concepts and style guides essential for design in terms of social media platforms for seamless execution of routine functions. Formulate effective banners, animations, infographics, and teasers, and reels for different events and campaigns via proper administration of talented team. Identify changing requirements of clients and dynamic business environments, whilst staying up to date with industrial best practices. Collaborate with content managers in development and execution of efficient content. Generate reports and discuss with creative director to initiate informed decisions. Organize meetings with team and creative director to communicate progress and creative ideas.

- Headed 50+ campaigns on social media by utilizing different styles and approaches to target certain countries and audiences; received career transition from APCO worldwide to MOFAIC within year.
- Developed content into three different languages, such as Arabic, English, and French as well as posted on company's social media platform, including Facebook, Twitter, Instagram, and YouTube with aim of attracting audience of diverse cultures and driving user engagement.
- Participated in various workshops on creatives as well as delivered relevant support to business partners, including foreign delegates and government officials, resulting in receiving outstanding recognition.

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Senior Motion Graphic Designer, Zee TV & Firefly Studios – Dubai & Mumbai

2013 – 2015

Planned and designed an array of show opening titles and packaging for numerous shows on-aired across 13 different channels network as per guidelines shared by producers. Joined brainstorming sessions for discussing projects progress. Created speedy mock-ups to share design ideas regarding outcome. Examined and modified designs before delivering approval to ensure proper usability and reliability of brand relevance and daily activities. Served in team of six designers and individuals teamed up with specific channel and producer on daily basis to ensure timely completion of assigned task within time sensitive deadlines.

- Designed channel branding for Zee World TV across South Africa.
- Secured fast track-promotion to senior role for demonstrating leadership skills.
- Supervised team for branding and designing graphical content for Zee Awards held in Mauritius.
- Oversaw and coordinated various shows and promotions for different TV channels, such as Sony, Star, Colors TV.
- Proposed entire graphics for The SRK hosted game show named "India Poochega Sabse Shana Kaun" as well as formulated CG for holography for on ground promotion of "Dil Se Nache Indiawale" at Zee TV.

Senior Motion Graphic Designer, Al Rai TV – Kuwait

2006 – 2013

Devised and formed spectacular creative for clients engaged in overseeing all phases of design process, including concept development, storyboarding, animation, graphic design, and production. Designed aesthetic on-air packaging for the channel and implemented strategies. Promoted and enhanced branding awareness and positioning as well as conceptualized channel idents. Played an integral role in steering overall marketing efforts involved in on-aired channel publicity on various channels through supervision of promotions and generation of opening sequences.

- Led all operations for channel during Ramadan (Muslim month of fasting) and Eid, amplifying viewership and ratings.
- Administered Raicom Shabab program for Youth that recognized as first program at the Arab, providing support to young people with modern vision, while acquiring new talents and ideas in all fields.
- Designed packaging for Kuwait general elections in 2013 within short notice along with up to 50 participants.
- Formulated and developed overall material in two languages English and Arabic, whilst ensuring right candidate drives with right name and picture, completing task within three days.

Prior experience as Graphic Designer, Team Head, and Instructor at various organizations

Key Projects & Credentials

International Projects & Assignments: Temptation Live in concert (Shahrukh Khan World tour) | Heartthrobs Live in concert (Hrithik Roshan World tour) | Ceat International Cricket Rating Awards | Cine Style 2004 Live in Dubai | Asha Adnan Live in concert | Zee cine awards

Major Events: FilmFare Awards | Sansui Viewers' Choice Movie Awards | Screen Movie Awards | Bharat Parva organized by Sahara

Channel Branding: Alrai TV | Rotana TV (For Ramadan) | Noor Dubai TV | Zee World TV (South Africa) | UTV Action TV

Documentaries: Videocon | Video Vision | Cineyug

Movies: Dum | The Hero

Education

Bachelor of Commerce, University of Mumbai, Mumbai, India

Certifications

Computer Graphics & Animation Course, St. Xavier's Institute of Communication, Mumbai, India

Diploma in Advanced Computer Arts, C-DAC, Mumbai, India

PVE through Strategic communications, United Nations Office of Counter-Terrorism (UNOCT), UAE

Awards

Best Sting for PromaxBDA Awards Arabia 2007 | Channel Branding for Ramadan 2006