



Rajarshi Mukherjee

Graphic Design Manager

CONTACT

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EDUCATION

Bachelors of Design (B.DES)

Arena Multimedia- Kolkata
2008 -11

Specialization in Visual Designing

Aptech, Kolkata
2011 -12

PHOTOSHOP Expert

Adobe
2015 -16

Graduation in History (Hons)

Burdwan University
2005 - 08

Higher Secondary

West Bengal Board of Higher Secondary
2003 - 05

KEY SKILLS

- Corporate Identity Design
- Branding
- Social Media Promotion
- B2B & B2C solutions
- Indoor/Outdoor advertising
- Print Management
- Digital Graphics
- Typography
- Drawing
- Budget Management
- Skill Development
- Motion Graphics
- Animation Design
- Story Board development
- Presentation Design and developement
- Infographic Design
- Team leading
- Campaign Design
- Photoshoot
- Vendor Management

SUMMARY

- Highly creative, innovative, and multi-talented designer with more than 12 years of experience in the Ad Agency industry; also experienced in the corporate in-house design industry.
- Led a team of junior graphic designers towards delivering quality work on time with proper guidance.
- Strategic, versatile, "out of the box" thinker inspired by design, innovation, passion and technology.
- Experienced in Graphics/Presentation Design with a background in branding, B2B and B2C solutions, brand promotion, marketing, advertising, packaging design, social media promotion, POP, large scale indoor/ outdoor promotion and basic Web Graphics.
- Highly motivated self-starter with a passion and desire for achieving top-notch results.
- Strong client management and communication skills.
- Interested in learning new techniques and growing along with design & marketing teams.

EXPERIENCE

I-PAC (INDIAN POLITICAL ACTION COMMITTEE)

Design Manager | 2020 – Present

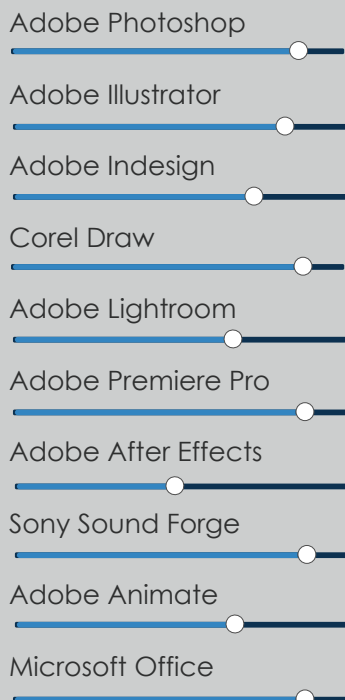
Clients - All India Trainamool Congress & Government of West Bengal

I-PAC is India's first & largest cross-party political advocacy group widely credited to have revolutionized election campaigning in India.

Responsibilities:

- Led a team of 7 graphic designers for the West Bengal campaign.
- Closely collaborated with Government officials to design banners, social media posts and newspaper ads of Hon'ble Chief Minister of West Bengal.
- Designed jersey, dossier, banner, logo, promotional material among others for Diamond Harbour Football Club and MP Cup.
- Designed all promotional content of various campaigns of AITC across states including West Bengal, Goa, Tripura, Assam and Meghalaya.
- Creating timelines and standardizing the design process.
Giving visual depth, creative ideas, and colour concepts to junior designers.
- Coordinating with other vendors and party's inhouse designers.
- Doing photo shoot for the campaign and managing advertisements; Digital marketing.
- Managing budgets for campaign production as well as overall maintenance of Creative Department.
- Hiring freelancers, maintaining vendor relations, researching latest international trends in the industry.
- Implemented newly rebranded identity system across the entire organization.
- Driving and energizing the Graphics team for achieving tasks at hand within timelines and delivering quality work.

SOFTWARE SKILLS



STRENGTHS

- ★ Balancing creativity and discipline
- ★ Constantly updating myself
- ★ Keenness to improve
- ★ Strong communication
- ★ Handling criticism well
- ★ Respectful
- ★ Attention to details
- ★ Strong understanding of the business side of design
- ★ Balancing a successful career and family

FANATIC SPORTS

Lead Graphic Designer | 2017 – 2020

Clients - ICC, FIFA, IOC, BCCI

Fanatic Sports is a Sports Travel Company for major global sporting events. A leading sports Tour Operator, Fanatics Sports offers travel & accommodation as well. It has been appointed as an 'Official Travel Agent' for all ICC & FIFA events, Olympics events and other international sports events.

Responsibilities:

- Led a team of 4 graphic designers for handling international branding & promotion across the world.
- Worked closely with the Sales & Marketing departments.
- Designed banner, logo, presentation, proposal & promotional material among others for ICC event and FIFA event.
- Rebranded 'Fanatic Sports' from scratch – including brand logo, overall look, marketing collaterals, sales materials as well as all promotional content.
- Designed all office interior banners, posters, wallpapers.

PROJECT RANGE INCLUDES: B2B, designing, advertising, creating all event related content, photoshoot, campaign development, video editing, print collateral, e-blasts and newsletter design, web and social media content, graphics, logos, templates, hoarding, banners.

TORERO CORPORATION

Senior Graphic Designer | 2014 – 2017

Clients - Cross pen, Police lifestyle, Swarovski, Cosmopolitan

OGILVY & MATHER

Graphic Designer | 2011 – 2014

ACHIEVEMENTS

- Was awarded the 'PHOTOSHOP EXPERT' certificate from ADOBE.
- Designed all campaigns of Cross leather wallet for the famous Germany based brand Red Hot Design.
- Had the exciting opportunity to work with ICC during cricket World Cup, FIFA during Football World Cup and Euro Cup, BCCI during IPL and Cricket Australia.
- Owing to outstanding performance at IPAC, was put on deputation at Hon'ble MP Shri Abhishek Banerjee's office in Kolkata.
- Secured the 'Best Employee Award' in Torero and Fanatic Sports multiple times.
- Worked in extremely successful campaigns like 'Didi Ke Bolo', 'Duare Sarkar' and 'Banglar Gorbo Mamata' that had a massive outreach across Bengal.
- Secured the 'BEST STUDENT OF THE YEAR' award from APTECH.

FREELANCING

Calfnero, Rang De Basanti Dhaba, KKR, Ajanta Footwear, Rai Creations, Leather World, Piccadilly Square, Sanwara, Chandrani Pearls, Red FM, MB Jewellers, Mumbai Indians, SRMB and many more.

OTHER INTERESTS

Social awareness, drawing, making handicrafts at home, singing, trekking, fitness activities, reading novels, solo travel, spending time with family and friends.