

ABINASH DEV

28 Friends Avenue, Sadrauna, Krishna Nagar 226008

Mobile :7752917745, 7755877627

e-mail:- drdhruva.it@gmail.com

- B.Tech (Computer Science)
- M.B.A. (IT & MARKETING)
- 2 Years Diploma in VFX and Animation (ARENA)
- Diploma in Digital Marketing & Branding (DSIM)

High Level UI / UX Developer with expertise as a Story Boarding Artist, VFX Specialist, Social Media Specialist, Content Creator on all social media platforms to grow an audience, build brand awareness, and ultimately, boost sales.

UI/ UX Designing

- Creative way finder to solve UX problems (e.g. usability, find ability)
- Work with stakeholders to design implement attractive designs
- Lead customer experience Design Thinking workshops from UI/UX perspective
- Keep abreast of competitor products and industry trends
- Create a vision and strategic Roadmap for the UX as a specialized offering
- Help refine & the improve organizational design studio process
- Showcase the thought-leadership for UX
- Institutionalize, foster & maintain culture of Design Thinking and Innovation across the organization
- Prepare UX long range plans, operations blueprint for use in the organizations
- Providing oversight UI/UX ongoing delivery activities and mentoring internal team members
- Providing knowledge transfer to the delivery teams to ensure a smooth handover from sales/Pre-sales to delivery

Google Ad word Promotion

- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights

LinkedIn Ad-word Promotion :

- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

AUTOMATION & FRONT LINE MANAGEMENT

- Responsible for working with a portfolio of clients to assist in defining and implementing measurement
- Direct all **SEO, SEM, CRM** and advertising creative development and execution

DESIGNATION HANDLED

Web Designer (UI/ UX)/ Social Media Manager/ Blender / Story Boarding / Motion Graphics

WORDKED WITH

- CMW
- AMERICAN UNIVERSITY OF BARBADOS
- NEXT EDUCATION
- ABHISHEK PICTURES
- ARENA MULTIMEDIA

SOFTWARES

Programming Language:

C	* * * * *
HTML	* * * *
CSS	* * * *
JavaScript	* * *

Multimedia :

Photoshop	* * * * *
Illustrator	* * * * *
CorelDraw	* * * * *
Premier	* * * * *
After Effects	* * * * *
Final Cut	* * * * *
Director	* * * *
Flash	* * * *
Blender	* * * *

Social Media Proficiency

Facebook Add	* * * * *
Google Adwords	* * * * *
Linkedin Add	* * * * *

SEO Tools : Spyfu , SEMRush, MOZ Pro, Google Keyword Planner

Jan 2019- Till

Web Designing (UI / UX/ CSS/ HTML)

- Support rapid prototyping & wire framing needs Identify, Mentor and groom UI/UX
- Demonstrate high level of capabilities in design thinking, conceptual design, Lateral thinking, Research
- From a UI/UX perspective, leads any and all aspects of the IT pre-sales activities. Helps define solutions including commercials for large and complex sales opportunities.
- Formulating and leading design thinking workshops / activity both and internally and with prospective clients to deliver superlative UX / CX.
- Articulating the solution via presentations and demonstrations.
- Lead customer experience Design Thinking workshops from UI/UX perspective
- Keep abreast of competitor products and industry trends
- Create a vision and strategic Roadmap for the UX as a specialized offering
- Help refine & the improve organizational design studio process
- Showcase the thought-leadership for UX
- Institutionalize, foster & maintain culture of Design Thinking and Innovation across the organization
- Prepare UX long range plans, operations blueprint for use in the organizations
- Providing oversight UI/UX ongoing delivery activities and mentoring internal team members
- Providing knowledge transfer to the delivery teams to ensure a smooth handover from sales/Pre-sales to delivery

SOCIAL MEDIA OPTIMIZATION

- Research advertising trends
- Research competitors pricing and products
- Decide on appropriate placement of ads
- Determine what content will reach customers
- Develop projects to create content
- Publish digital marketing content online
- Implement email marketing campaigns
- Measure digital traffic
- Monitor social media and Google Analytics
- Optimize paid advertising campaigns using SEO and other tools
- Report on the growth and analytics of campaigns to stakeholders
- Scale campaigns to maximize ROI
- Monitor project status and budget

A/B TESTING & OPTIMIZATION:

- Review test hypotheses, help develop comprehensive test plans and success metrics, performing quality assurance on test cells.
- calculating the final test results and deep dive analysis of the test results and craft Test Summaries using both behavioral and voice of the customer analytics to provide actionable insights to key business stakeholders.

AMERICAN UNIVERSITY OF BARBADOS

Web Designer (UI/ UX/ Social Media Manager)

March 2014- Jan 2019

UI/ UX DESIGNING

- Test new ideas before implementing.
- Conduct an ongoing user research.
- Translate user behavior and research into actionable data.
- Create concepts, wireframes, and mock- ups that lead to intuitive user experiences.
 - Creative way finder to solve UX problems (e.g. usability, find ability)
 - Work with stakeholders to design implement attractive designs
 - Lead customer experience Design Thinking workshops from UI/UX perspective
 - Keep abreast of competitor products and industry trends
 - Create a vision and strategic Roadmap for the UX as a specialized offering
 - Help refine & the improve organizational design studio process
 - Showcase the thought-leadership for UX
 - Institutionalize, foster & maintain culture of Design Thinking and Innovation across the organization
 - Prepare UX long range plans, operations blueprint for use in the organizations

APP STORE OPTIMIZATION :

- A methodical approach to App Store Optimization with the ultimate aim of increasing visibility, conversions & installs to drive our client's core KPIs. From improving your share of voice to delivering higher install conversion rates, CMA is the global partner of choice in ASO.

SOCIAL MEDIA OPTIMIZATION:

- Manager online training and development "How to use APP"
- Story Boarding, Screen play and Content Making for Video Advertisement
- Content – Come up with content for blogs, news articles, newsletters, communications materials, and most importantly innovative material for social media channels
- Build and manage Digital/Social platforms, prepare and manage marketing collateral, brand imaging etc.
- Perform research on current benchmark trends and audience preferences

NEXT EDUCATION

Sep 2011- March 2014

Website Designer UI/ UX/ SEO Executive

UI/ UX DESIGNER

- Test new ideas before implementing.
- Conduct an ongoing user research.
- Translate user behavior and research into actionable data.
- Create concepts, wireframes, and mock- ups that lead to intuitive user experiences.
- Creative way finder to solve UX problems (e.g. usability, fundability)
- Work with stakeholders to design implement attractive designs

- Lead customer experience Design Thinking workshops from UI/UX perspective
- Keep abreast of competitor products and industry trends
- Create a vision and strategic Roadmap for the UX as a specialized offering
 - Help refine & the improve organizational design studio process
 - Showcase the thought-leadership for UX
 - Institutionalize, foster & maintain culture of Design Thinking and Innovation across the organization
 - Prepare UX long range plans, operations blueprint for use in the organizations

Digital Campaign Online Branding

- Research advertising trends, Research competitors pricing and products
- Decide on appropriate placement of ads, Determine what content will reach customers
- Develop projects to create content, Publish digital marketing content online
- Implement email marketing campaigns and Measure digital traffic
- Monitor social media and Google Analytics
- Optimize paid advertising campaigns using SEO and other tools
- Report on the growth and analytics of campaigns to stakeholders
- Scale campaigns to maximize ROI
- Monitor project status and budget
- Conduct market research to inform campaigns
- Creating content like info graphics and blog posts to attract organic leads to their marketing funnel

ABHISHEK PICTURES

Feb 2008- Sep 2011

Motion Graphics Designer

- Work with illustrators, designers and instructional designers to understand the project scope and objectives.
- Assist in the creation of animation storyboards and presentations.
- Prepare conceptual layouts for the motion graphic project.
- Participate in brainstorming sessions to share new design perspectives and ideas.
- Provide accurate time estimates for each part of the process.
- Video editing knowledge will be an added advantage.
- Assist in selecting appropriate audio, graphic and animation styles for the project.
- Encoding, converting and editing videos and adding effects/elements to enhance motion graphics.
- Support the design and illustration team with photo editing, bespoke illustration and icon design.
- Responsible for training and developing others in the use of animation software.
- Keeping abreast of advancements in animation as well as new technologies and techniques, contemporary trends in production design and popular music to deliver cutting edge work.
- Think creatively and develop new design concepts, graphics , layouts and animation.
- Responsible for working in hand with the design and illustration team, aiding with the creation of assets, then bringing them to life and delivering high quality and innovative graphics & motion graphic contents.

Graphics Designer

- Comprehensive experience in all aspects of video production and post-production
- Should effectively manage multiple video projects simultaneously

- Should possess sound knowledge of video, sound and lighting equipment
- Should have experience shooting and producing digital video
- Ability to deliver high quality product within tight deadlines
- Responsible for all aspects of video production
- Extensive knowledge of video formats and experience in live streaming platforms
- Should have considerable knowledge of studio equipment, video production and use of multimedia technology

ARENA MULTIMEDIA

Feb 2007- Aug 2008

Graphics Designer / Motion Graphics Designer

- Work with illustrators, designers and instructional designers to understand the project scope and objectives.
- Assist in the creation of animation storyboards and presentations.
- Prepare conceptual layouts for the motion graphic project.
- Participate in brainstorming sessions to share new design perspectives and ideas.
- Provide accurate time estimates for each part of the process.
- Video editing knowledge will be an added advantage.
- Assist in selecting appropriate audio, graphic and animation styles for the project.
- Encoding, converting and editing videos and adding effects/elements to enhance motion graphics.
- Support the design and illustration team with photo editing, bespoke illustration and icon design.
- Responsible for training and developing others in the use of animation software.
- Keeping abreast of advancements in animation as well as new technologies and techniques, contemporary trends in production design and popular music to deliver cutting edge work.
- Think creatively and develop new design concepts, graphics , layouts and animation.
- Responsible for working in hand with the design and illustration team, aiding with the creation of assets, then bringing them to life and delivering high quality and innovative graphics & motion graphic contents.

Personal Details

Fathers Name	Sri B. K. Dev
Mothers Name	Late Mrs. Nilima Dev
Height	5.9 "
Date of Birth	24th October 1982
Gender	Male
Languages Known	(1)Hindi (2)English (3)Bengali (Read, Write, Speak)
Nationality	Indian
Marital Status	Married
Hobbies	Painting, Internet Surfing and Playing Adventures Games.