

HITESH OJHA

Creative Entrepreneur

Bengaluru, Karnataka

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I am a creative entrepreneur with over 12 years in the creative field, I've honed my skills in Digital Branding, Marketing, and UX Design. I've worked in different areas like digital advertising, IT, and corporate settings, bringing fresh ideas and achieving milestones. Excited to connect, share insights, and explore new opportunities!

Personal Details

Date of Birth: 1992-09-24

Eligible to work in: India

Highest Career Level: 5+ years experience

Industry: Advertising, PR, MR, Event Management, Dental, IT-Hardware & Networking, Information Design & Documentation, Internet, Ecommerce, Management, Marketing, Media & Communications, Production & Manufacturing, Project Management, Software Development, Strategy, Management Consulting Firms, Technology

Total years of experience: 12

Work Experience

Founder & Director

Advitus - Digital Branding Agency - Bengaluru, Karnataka

January 2024 to Present

Creative Consultant

Part time & Freelancing - Bengaluru, Karnataka

May 2022 to Present

Experienced Creative Professional | Business Consultant | Design Leader

Present:

Creative Business Consultant, Rajvi Creation (Aug 2022 - Present)

Previous:

Creative Design Lead, Smart Grid Analytics (Nov 2023 - Feb 2024)

Associate Creative Supervisor, Position2 (May 2022 - Aug 2022)

Specializing in driving creativity, delivering strategic solutions, and enhancing brand experiences to achieve tangible results.

Sr. Associate Design Expert

Guidesly - Remote

December 2021 to April 2022

- Designed digital and print materials to promote Elevate and its programs.

- Collaborated with the Communications team to create compelling illustrations, infographics, and images.
- Utilized tools such as Jira and Microsoft Teams for efficient project management and communication.
- Managed communication with printers and production vendors to ensure high production quality.
- Effectively communicated project specifications and ideas to cross-functional teams.
- Designed and formatted elements for proposals, presentations, and marketing materials.
- Performed additional duties as assigned.

Sr. Creative Engineer

Datawatt Energy Pvt Limited - Bengaluru, Karnataka

May 2020 to November 2021

- Led the design and development of ONE SCADA, a solar automation software, collaborating closely with prestigious clients like Adani Renewable, Sterling and Wilson, Acme Solar, O2 Power, Fourth Partner, and TATA Power.
- Personally, oversaw every project phase, showcasing my ability to independently manage and deliver top-tier design solutions.
- Designed and improved products and software systems.
- Collaborated with cross-functional teams to ensure on-time and on-budget project objectives.
- Ensured the delivery of user-friendly software solutions.

Sr. Creative Designer

Chesa Dental Care - Bengaluru, Karnataka

May 2018 to May 2019

- Providing oversight for comprehensive design projects, maintaining unwavering brand consistency throughout.
- Upholding exacting quality standards by meticulously reviewing and ensuring the outstanding work of junior designers.
- Functioning seamlessly within the dynamic marketing department, fostering collaboration with diverse teams, including designers, sales professionals, print vendors, event organizers, key stakeholders, esteemed doctors (dentists), and a wide-ranging clientele spanning across pan India.

Creative Consultant

Celes'tile - Bengaluru, Karnataka

May 2017 to October 2017

- Spearheaded the enhancement, creation, and re-creation of images tailored for a cutting-edge 3D printing machine specializing in tiles, stone, and marble.
- Undertook the pivotal task of revamping the company's online and offline identity, aligning it with the modern market landscape.

Graphic & Web Designer

ChangingTree - Bengaluru, Karnataka

September 2015 to March 2017

- I operated as an independent designer within a digital agency, tasked with strategically shaping our online brand identity.
- Spearheaded the development of high-level design concepts for various projects.
- Navigated a dynamic and client-centric environment, collaborating with both internal and external stakeholders.

- Demonstrated proficiency in pitching design ideas and adeptly discerned and addressed client needs while staying within budget constraints.

Designer & Editor

VA2 (Zamik Infotech) - Mumbai, Maharashtra

January 2011 to July 2014

- Initially started as an employee, contributing significantly to website design, layout, and coding.
- Delved into the technical and graphical aspects of websites, focusing on both functionality and aesthetics.
- Played a pivotal role in the maintenance and updates of existing websites, ensuring their continued relevance and efficiency.
- Evolved within the company to eventually become a partner, reflecting my dedication and expertise.
- Took charge of assembling diverse raw materials, transforming them into polished, broadcast-ready products. These materials encompassed camera footage, dialogue, sound effects, graphics, and special effects.

Education

Bachelor's degree in Multimedia and Animation

Arena Animation - Mumbai, Maharashtra

August 2011 to July 2013

Skills / IT Skills

- Graphic, UIX & Web Designing
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Animate, XD, and Dreamweaver), CorelDraw, Sketch, inVision & Zeplin Multimedia
- Abode Premiere Pro, Adobe After Effects, Sony Sound Forge, Nuke, Silhouette, and 3D Equalizer Animation
- Autodesk Max, Autodesk Maya, and Toon Boom Storyboard Creative thinking, UI / UX Design, Presentation, Color Sense, Illustration, Drawing, Sketching, Photography, Layout Design, Typography, Audio / Video Editing, Compositing, Rotoscoping, Motion Graphics, Responsive Web Design, Html5, Css3, Data Analysis, Content Creation, MS Office, Jira, Microsoft Teams, SEO & SEM, CRM, Communication Skills, Social Media Marketing, and Project/Team Management.
- UI
- UX
- Sketch
- Responsive web design
- InVision
- Adobe XD
- Zeplin
- Mobile applications
- Visual design
- CSS
- Web design
- Adobe Creative Suite

- Wireframing
- Adobe Dreamweaver
- Adobe Illustrator
- Design thinking
- User research
- HTML5
- Interaction design
- Adobe Photoshop
- JavaScript
- Layout design
- Digital design
- Design patterns
- Branding
- Adobe InDesign
- Graphic design
- Adobe Acrobat
- Typography
- Jira
- Presentation skills
- iOS
- Colour theory
- WordPress
- Logo design
- Content management
- Business requirements
- SaaS
- Team management
- Adobe After Effects
- Content management systems
- Project management
- Motion graphics
- 2D animation
- Analytics
- Photo manipulation
- Content creation
- Analysis skills
- Video editing
- Research & development
- Marketing
- Digital marketing

- SEO
- Microsoft Powerpoint
- Research
- Adobe Premiere
- SharePoint
- IT
- Content marketing
- Microsoft Office
- Organizational skills
- Social media management
- Image processing
- CorelDraw
- Leadership
- IT management
- CRM software
- Final Cut Pro
- Photo editing
- Google Ads
- Microsoft Word
- Proofreading
- Google AdWords
- Adobe Lightroom
- Color management
- Windows
- Project management software
- Quality control
- SEM

Languages

- English - Intermediate
- Hindi - Native
- Kannada - Beginner

Online Profile

<http://www.shorturl.at/bktwP>

<https://www.linkedin.com/in/hitesh-ojha-59259636>

Additional Information

Key Responsibilities:

Project Management:

- Coordinate project schedules, apply SLAs to incoming requests, and enforce project release processes.
- Ensure the creative team has the necessary resources, including files, briefs, and deadlines.
- Manage project flow for flawless execution and on-time delivery, aligning with business deadlines.
- Keep Art Account Managers informed of project status and promptly address any issues.

Issue Resolution:

- Proactively identify and resolve issues that may impact project timelines.
- Maintain quality standards by collaborating on proofreading and archiving processes with team members.
- Foster collaboration within the global Art Department and with stakeholders.

Continuous Improvement:

- Self-educate on industry best practices, trends, and techniques.
- Lead creative sessions for project kick-offs and provide quality control over concepts.
- Manage multiple projects from concept to completion.
- Develop creative programs and design concepts aligned with brand strategy.

Design and Development:

- Create software interfaces, including mockups, layouts, and navigation.
- Write code to adapt existing website and graphics packages to meet business requirements.
- Design original pieces, including illustrations and infographics.
- Use design software to apply images, fonts, colors, and layouts.
- Generate ideas to convey concepts and promote products/services.
- Study design briefs and prepare rough drafts for presentation.
- Amend designs based on feedback and ensure they are visually appealing and on-brand.
- Determine the message and create visuals that convey it.
- Develop graphics for product illustrations and websites.
- Review designs for errors before printing or publishing.
- Proofread to produce accurate and high-quality work.