



SANTHOSH ACHARY
Senior Graphic Designer & Visual Merchandiser
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Objectives:

A very creative & versatile designer with over 10 years of experience with great experience in Graphic Designing, Illustrations and Creative Visualizer & Marketing with retail organizations of repute.

Education Credentials:

- Bachelor of Fine Arts from Chitra Kala Mandir (CKM), Kala Shale, College of fine Arts in 2006

Professional Skills:

- Photoshop
- Illustrator
- Corel Draw
- InDesign
- QuarkXpress
- Freehand-10
- Adobe In-design
- Flash.

Competencies:

- Visual Merchandising
- Retail Design
- Marketing
- Graphic Designing
- Visual art

- An astute & result oriented professional with over 12 years of experience in Visual Merchandising, Marketing, Retail Design, Graphic Design, Illustrations and Creative Visualizer cum Artist with a successful & challenging career path.
- Expertise in creation & execution of marketing campaigns - ATL & BTL initiatives.
- Expertise in execution of Visual Merchandising Projects, planning the VM activity & developing concepts for new store launch.
- Development of promotional in-store/outdoor VM collaterals like hoardings, banners, standees, focal point displays, brochures, catalogues, POPs/POSS materials, Kiosks, signage etc.
- Managing activities pertaining to negotiating/ finalization of deals (commercial) for Vendors & Third Part Empanelment with cost efficiency.
- Proficient in developing & streamlining systems with proven ability to enhance operational effectiveness and meet operational goals within the cost, time & quality parameters.
- Dynamic Team Leader with risk taking abilities to achieve organizational goals with critical time bound targets.
- Mapping store's requirements, visualizing concepts and providing customized designing solutions to suit the organization's needs.
- Designing and directing the overall graphic image including creating concept design layout and illustrations for VM activities.
- Preparing artworks & coordinating with vendors for smooth execution of project.
- Managing creative aspects of brands, maintaining/ negotiating cost & schedules adhering to company standards of creative quality, cost efficiency & timely delivery.
- Visualizing the entire project in terms of concept and design in accordance to the prevalent trends and requirements.
- Highly skilled in graphic design, 2D & 3D illustrations, Visualizer cum artist.

Since July, 2011– Asst. Manager – Chief Designer at Reliance Retail Ltd.

Responsibilities:

- Chief Designer for “Payless”-America’s biggest shoe source
- Responsible for all the marketing & visual merchandising activities at 270+ stores across India.
- Handling store design & NSO (New store launch) VM implementation.
- Liaise with creative agencies & in house design team for conceptualization & implementation of promotional activities.
- Co-ordinated/Organized new product launches at stores across chain for brands like Nike, Sketchers, Timberland, Allen Solly, GAS, Asics, Performax, etc.
- Created an in store marketing campaign for the Kids category to promote/push slow moving merchandise by creatively highlighting USPs of the shoes. Also created communication/info strips for the kid’s category which resulted in a 9% jump in sales.
- Responsibilities included promo design & concept development, fixture design, new store setup, creating show window displays.
- Created and coordinated the activities of the VM and store teams in determining specific Visual merchandising needs, such as fixtures, in store visuals, promo displays and collaterals and point of sale materials for the store.
- Responsible for conceptualizing and executing campaigns and all other brand communication material from a creative perspective.
- Driving the creative process for key business, working with a multi-talented team and guiding creative work alongside. Translating strategic brand needs into creative strategy, ideas and effective systems for creative execution.
- Developed creative and innovative Visual Merchandising solutions and implemented the VM manual and created SOPs.
- Develop and train the In-store Merchandisers on visual merchandising standards, space planning and store layout and other Visual merchandising techniques.
- Discussing with design agency, marketing and merchandising team for developing in-store merchandising systems and collaterals including floor units, wall units, in-store communications, and store branding & signage.
- Ensure effective merchandising layout is implemented in relation to sales target and store objectives.
- Responsible for conceptualizing and executing campaigns and all other brand communication material from a creative perspective. Driving the creative process for key business, working with

a multi-talented team. Translating strategic brand needs into creative strategy, ideas and effective systems for creative execution.

- Taking the approved designs & ideas to the art work stage to make it print ready.

Achievements:

- Won the retailer of the year award in the Non Apparel/ Footwear category at the ETNOW retail and Asia Retail Congress Awards 2016 and many more.
- Designed and executed Shop & Glow, EOSS, and Sports Carnival promos.
- Created VM design for all categories & implemented them at 270+ stores across India.
- Worked on a new concept 'Reliance Footprints 360' and created Reliance Footprint 360 logo. Created the retail design concepts for this format from scratch.

August 2008 to June 2011–Creative Visualizer cum Artist at Manipal Advertising Services Pvt. Ltd

Responsibilities:

- Worked as Creative Visualizer cum Artist.
- The Works involved are, generation of Concepts for New Paper Advertising, Broachers, Posters, and Magazine advertise etc, using Adobe Indesign-CS, Adobe Illustrator-CS, Adobe Photoshop-CS2 and Corel draw.
- Working for Kur-lon Ltd, Vijaya Bank, Syndicate Bank, CDAC, Property Developers etc.

April -2007 to Jul 2008– Graphic Designer and Visualizer at Adwit (India) Pvt. Ltd.

Responsibilities:

- The works involved are Broachers, Hording Posters and magazine advertise etc using Corel draw, Photoshop, Flash and Illustrator.
- Worked as Graphic Designer the works involved are, generation of concepts for Broachers, Posters and magazine advertise etc, using Quark xpress, Freehand-10, Adobe Indesign-CS, Adobe Illustrator-CS, Adobe Photoshop-CS2 and Corel draw.
- Working for Metro (USA), Little India, Varginil and (USA), Best of Jobs USA.
- Working for JPMC, Microsense, Fitness One, Aastha, Fedility, Dream Jobs, Pattern Add., Aviva, etc.

Sep 2006 – March 2007 - Graphic Designer and Finishing artist at Smart Works, Bangalore

Responsibilities:

- The works involved are Storyboard Preparation, Free Hand Sketching for television ads and Finishing work, using Corel draw, Photoshop, Flash and Illustrator.
- Working for Britannia Lintas

AWARD RECEIVED:

- “Chakrapani kalaprashasti-06” painting Contest Awards at Mangalore.
- “Agnipath all india art compitition-06” gold medal Awards at new Delhi
- Awarded for state level post card art competition” Shanthivana trust, Dharmasthala

EXHIBITIONS:

- AIFACS[All India Fine Arts& Craft Society] New Delhi
- South Zone Art Contest at Nagpur
- Karnataka K.L.A. Bangalore
- 10th National Art Festival, by Kalavarthnyas Ujjain
- “AGNIPATH” all India Art Exhibition Mumbai.
- Tumkur 69th AkhilaBharatha Kannada SahithyaSammelana
- Vibhuti Art Gallery,Udupi
- Udupi JillaUtsav
- Shashivarna Art Exhibition

Personal Details

Date of Birth:	18-07-1982
Nationality:	Indian
Marital Status:	Married
Hobbies:	Pencil sketching, Painting, Photography, Playing Cricket, Swimming, Reading Magazines and Newspapers.
Languages Known:	English, Hindi, Kannada, and Tulu.

(Santhosh Achary)