

# COVER LETTER

Dear Hiring Manager,  
Subject: Job Application

As one of the innumerable individuals aiming to have a productive and worthy career in a highly professional organization, I am confident to offer my expertise in the field of design for Trade Shows, Country Pavilions, Global Submits, Events and Exhibition. Commercial Interior, Marketing campaigns, Brand launching, New Media Marketing, Print and Digital Media there I would utilize my expertise. Kindly find the enclosed resume that depicts my career achievements and skills. I am hardworking and a resilient team player with personality and quick in grasping new skills. Further, I would like to work in a company, where work requires more responsibility and challenge which I can assure you that I can handle easily. In case of suitable position that matches my qualifications and experiences, I am confident to meet with you at any suitable time.

Thanking you in advance.  
Sincerely,

*Gurudas Uthaman*

# GURUDAS UTHAMAN

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SENIOR CREATIVE

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behance.net/gurudasku21

## SUMMARY

Maintained brand identity across multiple brands. I possess design and production management expertise in TradeShows, Country Pavilions, Global Submits, Events and Exhibition. Commercial Interior, New Media Marketing, Print, and Digital Media designing.

## RECENT PROJECTS:

PETROTECH 2019, IPC 2019, ISCACON 2018, RSSDI, UNITED NATIONS COP 14, HOM 2019, HIM-ACHAL SUMMIT 2019, AIOC 2019, AIOC 2020, APICON 2020, CAST 2019, DIABETES INDIA JECC, GLOBAL RE-INVEST, KENDRIYA VIDYALAYA SANGATAN, WOMEN OF INDIA ORGANIC FESTIVAL, SEPC, EEPC, AUTOEXPO INDIA 2020, KUNAR HUT, PACC 2023, AIOC 2023

## SOFTWARES SKILLS :

3D MAX AUTOCAD PHOTOSHOP COREL DRAW ILLUSTRATOR INDESIGN PREMIERE MS OFFICE

## EXPERIENCE

### CREATIVE LEAD

### IMPRESSARIO EVENTS PVT. LIMITED

KOCHI, INDIA

**NOV 2021 - MAY 2023**

- Designing Trade Shows, Country Pavilions, Global Submits, Events and Exhibition.
- Visualises and illustrates event designs from conceptual mood board to the final output, as well as detailing the event narrative in a storyboard format
- Working with event planner, discussing over event decoration and drawing sketches of display
- Inspecting event site and identifying possibility and scale of decoration that can be created
- Coordinating and negotiating with vendors for timely even arrangements

### CREATIVE CONSULTANT

**OCT 2019 - AUG 2021**

### MEROFORM INDIA PVT. LTD.

NOIDA, INDIA

- Designing Trade Shows, Country Pavilions, Global Submits, Events and Exhibition.
- Visualises and illustrates event designs from conceptual mood board to the final output, as well as detailing the event narrative in a storyboard format
- Working with event planner, discussing over event decoration and drawing sketches of display
- Calling customers and recommending change or modifications in the event displays
- Inspecting event site and identifying possibility and scale of decoration that can be created
- Coordinating and negotiating with vendors for timely even arrangements
- Provide coaching to the account/ client teams throughout the design process to shape their inputs content in line with the technology and ethos of the centre

CREATIVE HEAD  
SEPT 2018 - SEP 2019

PARAS ART STUDIO PVT. LTD.

NEW DELHI, INDIA

- Independently manage day to day work; provide status update lists for weekly meetings
- Designing Trade Shows, Country Pavilions, Global Submits, Events and Exhibition.
- Manage dialogue with retailers on all projects
- Working with event planner, discussing event decoration and drawing sketches of display
- Training, and monitoring creative team and prioritize daily workload - organize, monitor and control resources to meet plan

CREATIVE HEAD  
NOV 2015 - NOV 2017

EN VOUGE EVENTS

DUBAI, UAE

- Designing Trade shows, Country pavilions, Global submits, events and exhibition, marketing campaigns, brand launching, new media marketing, print and digital Media
- Provide quality control over the design work for any brand work
- Managing art production and production installation
- Coordinating and negotiating with vendors for timely even arrangements

ART DIRECTOR  
FEB 2011 - OCT 2014

AL ZAHI INTERIORS

DUBAI, UAE

- Designing office interiors, shops and boutiques,exhibitions, Point of sale,
- Packaging & Branding Products, Industrial Displays, Campaigns, Promotions, Events and Product launching
- Managing art production and installation.
- Material cost estimation and scripted price proposal.
- Coordinating and negotiating with vendors for timely even arrangements

VISUALIZER  
AUG 2005 - DEC 2010

BLUENT ESOLUTIONS

NEW DELHI, INDIA

- Responsible for design and lettering to be used for 3d perspectives, banners, backdrops, magazine layouts and front page, advertising layouts, and collaterals
- Managing team of 30 junior artists, distribute workload and manage database
- Creating low poly 3d models from satellite imagery and texture reference
- Responsible for compiling models and graphics for 3d real-time rendering

GRAPHIC  
SPECIALIST  
FEB 2002 - MAY 2005

CADD CENTER TRAINING SERVICES

THIRUVANANTHAPURAM, INDIA

- Working with marketing head and regional managers for campaigns, promotions,events and product launching.
- Create 3d Designs, architectural perspectives, walkthroughs and animations, marketing materials for campaigns, promotions, events and product launching
- Visualizing and Creating 3d designs, architectural walkthroughs for architects.
- Training, and monitoring creative team

## EDUCATION

BE IN COMPUTER SCIENCE, (2002)

PRE DEGREE IN SCIENCE ( 1998 ) KERALA UNIVERSITY

## ADDITIONAL INFORMATION

NATIONALITY : INDIAN  
LANGUAGE : ENGLISH, HINDI, MALAYALAM  
DATE OF BIRTH : 30TH MAY 1981  
CURRENT PLACE OF LIVING : KERALA

## DECLARATION:

I do here by declare that the above furnished information is true best of my knowledge and belief.

Place:

Date:

*Gurudasthathan*