SANDEEP SINGH

Mobile: +91 9654 888 654
Email ID: sandeep18@ymail.com

An Art Director with over 13 years of agency experience with in-depth understanding of multi-channel integrated support solutions across Digital & Print.

PROFESSIONAL EXPERIENCE

BRANDAPPZ (Aug. 2015 – Till Now)

JOB TITLE: VICE PRESIDENT (DIGITAL MARKETING & NEW PROJECTS)

RESPONSIBILITIES:

- Project lead/Senior POC for all the Creative/Tech Projects
- UI Conceptualization
- Creating integrated digital/business marketing strategies for internal & external clients
- Assisting Sales team on Pitches

PROJECTS (CREATIVE + TECH)

1. **Snapdeal - BigBoss App (KIOSK App)**
2. **Micromax (Backend App - Service Centres B2B)**
3. Enfini (IOS & Android App)
4. LG WebOS
5. InviTAP (iOS & Android App In development Mode)
6. Afairs (Android App)
7. **DHFL Conference (Android App - B2B)**
8. GDWater Tank - (Backend - Admin Panel)
9. NutriFLIP (UX & UI for iOS & Android App)
10. Handle Gemstoneuniverse.com (Frontend & Backend BOTH - Magento)
11. Syuuta (Magento Project)
12. **Planmyoccasion (UX & UI - Business Strategy - Main Website, Vendor Panel webview & App)**
13. **MereAka (Social Gifting Portal & App)**
14. **Gemstoneuniverse**
15. **Oleev**

SOCIAL MEDIA PROJECTS

1. **Afairs** (Admission Affair, Premier School Exhibition, Career Affair)
2. Gemstoneuniverse
3. Oleev
4. Privee
5. Storecheq
6. Planmyoccasion

NUBIZ SOLUTION PVT. LTD (Apr. 2013 – Aug. 2015)

JOB TITLE: CREATIVE DIRECTOR/BUSINESS ANALYST

RESPONSIBILITIES:

- Conceptualizing feasible business ideas
- Building Team (Hiring & Assigning resources to different functions)
- Delivering the complete Offline & Online framework of inhouse Product -'Spices & Pulses'
- Business Development
- Assisting Sales team on Pitches

POSTMYGREETINGS (Oct. 2012 – Mar. 2013)

JOB TITLE: CREATIVE DIRECTOR

RESPONSIBILITIES:

- Revamped the entire line of products
- Senior POC for clients for all the Creative & Tech aspects

POSSIBLE WORLDWIDE (A WPP COMPANY) (Oct. 2010 – Oct. 2012)

JOB TITLE: CREATIVE LEAD

RESPONSIBILITIES:

- Creating Prototypes, Wireframes, HTML & mock designs for websites
- Conducting Quality Check of HTML, CSS, DHTML and JavaScript
- Usability Testing

PROJECTS (CREATIVE + TECH)

1. **MINISTRY OF INDIAN TOURISM (**Atithi Devo Bhavah, Incredible India)
2. **EROS INTERNATIONAL (**EyeQube)
3. **BEETEL**
4. **RELIANCE MUTUAL FUND**
5. **LARSEN & TOUBRO (L&T Insurance, L&T Infra)**
6. Kingfisher Cargo

7. **SIESTA INDIA (**Siesta Hopitality. Imprints)
8. Canon India (Pixma, Laser Shot, Canon Edge)
9. **EUREKA FORBES (Eureka Forbes, Jagrut Mumbaikar, Water Wonderful World)**
10. **A2Z Group (A2Z Powercom)**
11. **Apollo Munich Insurance**
12. **ICICI Lombard WAPSite**

MIDAS WEB TECHNOLOGIES PVT. LTD. (May. 2006 – Oct. 2010)

JOB TITLE: *CREATIVE HEAD*

RESPONSIBILITIES:

- Creating Prototypes, Wireframes, HTML & mock designs for websites
- Conducting Quality Check of HTML, CSS, DHTML and JavaScript
- Usability Testing

PROJECTS (CREATIVE + TECH)

1. **Christiandatingforfree.com**
2. **VCSdatabase.com**
3. **Goodtimes.ndtv.com**
4. **Eventzi.com**
5. **Elabhosting.com**
6. **midaswebtech.com (http://www.midaswebtech.com/portfolio.php?&start=0)**

Worked on more than 150 projects

CORONET SOFTWARE PVT. LTD. (Dec. 2004 – June. 2006)

JOB TITLE: *WEB DESIGNER*

RESPONSIBILITIES:

- Creating web design, Flash & HTML

CORE COMPETENCIES

TECHNICAL

OPERATING SYSTEMS: OS X Yosemite/Windows 95/98/2000/XP/Windows7.

WEB DESIGNING TOOLS: HTML5, XHTML 1.0, CSS 2.0

DESIGNING & GRAPHIC TOOLS: Sketch (For Mac Only), Adobe Photoshop CS4, Image Ready, Adobe Dream Weaver CS4, Macromedia Flash, FrontPage, Swish 2.0, Adobe Firework. Adobe Illustrator CS4, Adobe Indesign CS4 and Coral Draw X4

WEB TECHNOLOGIES: Created GUI for sites and applications

SCRIPT LANGUAGES: JavaScript, Flash Action Script , Flex, **Angular JS, Ionic Framework** (Basic level),

OTHERS: Gif Animator, Open Cube-Studio, MS Office (Word & PowerPoint), Android Studio, Xcode

FUNCTIONAL

Web Designing

- Conceptualizing web site designs, software user interfaces for enhancing the image of the client.
- Tracking the web design process at various stages to ensure all quality standards are being met and rectify technical errors if any, in the product.
- Designing layout of web pages; designing graphics, presentations and static/dynamic web pages using multimedia tools.
- Regularly updating the client about the project progress & incorporating changes required by client.
- Usability Standard, Website Accessibility

Web Application Development

- Gathering requirement specifications for Web application development.
- Design, development, testing, troubleshooting and debugging of the application.
- Smooth implementation and deployment of the application.

Quality Assurance
- Providing scope, resource and time estimates for projects presented to QA for testing and analysis.
- Working with analysis function to ensure testing requirements are identified.
- Monitoring testing activities and reporting project progress.
- Implementing processes to meet the quality assurance goals.

ACADEMIC CREDENTIALS

- One year advance diploma in Web Designing from Coronet software, Delhi
- Pursuing B.B.A from Madurai Kamaraj University. (Distance Education)

PERSONAL DETAILS

- **Father's Name   :   Mr. Surjeet Singh**

✍	**Date of Birth**	:	18th July, 1980.
✍	**Marital Status**	:	Married
✍	**Nationality**	:	Indian
✍	**Residential Address**	:	C-5/82, DDA Flats, Lawrence Road, New Delhi 110035

Dated:

Place: Delhi   (SANDEEP SINGH)