

# SANDEEP SINGH

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*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)**

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**JOB TITLE:** VICE PRESIDENT (NEW PROJECTS & CREATIVE)

#### **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. **Indiabulls Home Loans (Facebook App – In-process)**
2. **Events App – Affairs | India Tax Symposium | IDP | SIUK**
3. **HunTAP (Website & Android App B2B)**
4. **Snapdeal - BigBoss App (KIOSK App)**
5. **Micromax (Backend App - Service Centres B2B)**
6. MPS Scholarly Stats
7. MPS Insight
8. Enfini (IOS & Android App)
9. LG WebOS
10. InviTAP (iOS & Android App In development Mode)
11. Affairs (Android App)
12. **DHFL Conference (Android App - B2B)**
13. GDWater Tank - (Backend - Admin Panel)
14. NutriFLIP (UX & UI for iOS & Android App)
15. Handle Gemstoneuniverse.com (Frontend & Backend BOTH - Magento)
16. Syuuta (Magento Project)
17. **Planmyoccasion (UX & UI - Business Strategy - Main Website, Vendor Panel webview & App)**
18. **MereAka (Social Gifting Portal & App)**
19. **Gemstoneuniverse**
20. **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)**

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***JOB TITLE: BUSINESS ANALYST & CREATIVE DIRECTOR***

### **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)**

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***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)**

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***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 Hospitality. 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**

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

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***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**

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

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***JOB TITLE: WEB DESIGNER***

**RESPONSIBILITIES:**

- Creating web design, Flash & HTML

<b>CORE COMPETENCIES</b>
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**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** : 18<sup>th</sup> July, 1980.
- ⇒ **Marital Status** : Married

✍ **Nationality** : Indian  
✍ **Residential Address** : C-5/82, DDA Flats, Lawrence Road, New Delhi 110035

**Dated:**

**Place:** Delhi

(SANDEEP SINGH)