

**CREATIVE HEAD - DESIGN**

BHAIRAV DUTT JOSHI

**PROFILE**

Hi! I've been managing team of art, graphics and web in the fields of digital for loyalty marketing company for more than 17 years. Have been part of the growth journey of Loyalty Marketing Company from 10 to 150 employees and 4 branches across India.

**CONTACT**

IIB/74A, Sadhna, Vaishali   
Ghaziabad 201010

M: 98103 04295 |   
E: bhairav.joshi@hotmail.com

**TECHNICAL CERTIFICATIONS**

**Computer Executive Course**

C-SET (Center for Software Export & Training) Janpath, Connaught Place, New Delhi - 110 003

3 Months (Dec, 92 to Mar, 93)

**Fundamentals of Computer**

DOS, DBASE III+, WordStar 4.0 & Lotus -123

**Multimedia Animation**

**CABA Innovatives**, School Lane, Bengali Market, New Delhi - 110 001

6 Months (7th Oct, 96 - 6th Apr, 97)

● 2D Animation ● 3D Animation

● Morphing ● Titling

● Sound Editing

**Certificate Course in Computer** (CIC) from IGNOU.

**EDUCATION**

Graduate (B.A.) from Delhi University (Correspondence Course) in 1997.

HSC from Central Board of Secondary Education (C.B.S.E.) in 1992.

AREAS OF EXPERTISE & SKILLS

● **Digital Marketing** ● **Creative Direction** ● **Brand Management**● **Team Management** ● **Advertising** ● **Marketing Communication**

● **Integrated Marketing** ● **Creative Services** ● Email **Marketing**

● **SEO/SEM** ● **UI/UX**

EXPERIENCE

**2010 Head Design** at NetCarrots  
Develop and implement a cohesive design strategy for Company's global web sites (internal and external). Plan digital campaigns, oversee the creative process and guide team members. Working with designers, copywriters, HTML developers, sales teams and marketers to create the concept for the product or service.  
**Job Responsibilities**● Taking creative briefs from account managers.  
● Understand brief requirements, ideas generation, brainstorming   
 ideas with teams, looking pros and cons of execution.  
● Manage team of 5 people, 20 clients and numerous projects   
 simultaneously.  
● Create concepts, execute designs, and maintain design concepts   
 throughout all phases of a project.

**2004** **Sr. Visualizer** at NetCarrots  
Visualizing design Look and feel of the web sites for various clients, as well as with overall user experience worked closely with the web project managers to conceptualize interface design.  
**Job Responsibilities**● Create concepts, execute designs, and maintain design concepts   
 through all phases of a project  
● Creating static web site mockups  
● Designing Mailers & Greetings for online

**2000** **Sr. Graphic Designer** at NetCarrots  
Design websites for various clients with the overall user experience. Worked closely with the web project managers to conceptualize interface designs, and with the technical team to integrate the design with the backend systems.**Job Responsibilities**● Designs static website mockups and maintain design concepts   
 through all phases of a project  
● Design Mailers & Greetings for digital media  
● Create Flyer, Banner, Leaflet etc. for offline  
● Making still and animated banners  
● Presentation using Flash  
● Maintain text and graphics used on client sites  
● Prepare, optimize and maintain visual assets like graphs etc.  
● Test developed prototypes on various browsers, platforms, and   
 monitor configurations

**1998** **Designer/ Animator** at Cosmic Software (Maharishi Veda Vision)  
● 2D & 3D Animation ● Presentation  
● Web Publishing ● Print Publishing

**1996** **Graphic Designer** atSunprintsDesign various collaterals like brochure, pamphlets, training manuals etc. Look after packaging and little bit of 3d modelings.