

**CREATIVE HEAD – DESIGN**

BHAIRAV DUTT JOSHI

**PROFILE**

Hi! I‘ve been instrumental in the growth of NetCarrots from 10 employees and one office in 2001, to 150 employees and 4 branches across India, today. Managing an expert team of art, graphic designers and web developers for more than 17 years.

**PORTFOLIO**

https://bhairavjoshi.github.io

**AWARD**

Honoured with ‘Business Mentor Award’ for knowledge and ability shown in mentoring the creative team in business tasks.

**CONTACT**

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**TECHNICAL CERTIFICATIONS**

**Computer Executive Course**

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

**Multimedia Animation**

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

● 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**

● **Web Designing** ● **Web Technologies** ● **Email Marketing**

● **Integrated Marketing** ● **SEO/SEM** ● **Wireframes** ● **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**● Designing campaigns and promotional strategies for our clients.  
● Understanding brief requirements, ideas generation, brainstorming  
 ideas with teams, all while keeping the budget constraints in mind.  
● Leading team of enthusiastic colleagues, and working for over 20   
 clients and numerous projects at any given time.  
● Creating concepts and way-forward for the brand launches, and   
 following up with the progress throughout all phases of a project.  
● Pitching for new clients and doing pro-active work for the existing   
 ones.

**2004** **Sr. Visualizer** at NetCarrots

Creative conceptualization and execution includes websites, digital campaigns and print collaterals for various clients. Create overall user experience in discussion with clients.  
**Job Responsibilities**● Create concepts, execute designs, and maintain design concepts   
 through all phases of a project  
● Create web site mockups  
● Design Mailers & Greetings for online

**2000** **Sr. Graphic Designer** at NetCarrots

Design websites with the overall user experience for various clients. Work 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. and packaging. Also did 3d modeling for some of products.