

# HAPPY KAPOOR

Art Direction, Conceptualizing, Visualizing, Promos/Graphic Designing, Animation | Experience: 5 years

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## PORTFOLIO

Behance: <https://www.behance.net/gallery/38460067/Product-Advertising-and-Conceptual-VisualsPrint-Ad>

## OBJECTIVE

I have always been a part of the creative process which leads to a communication that is persuasive and impactful. With my varied skill set and experience, I intend to step up to bigger challenges in the visual communications sphere.

## EDUCATION

PGDM (Media Management)	2011-12	Bharatiya Vidya Bhawan Film Institute, New Delhi
B.Sc (Animation & Multimedia)	2008-10	Birla Institute of Technology (BITS), NOIDA (UP)
Class XII IT Stream (CBSE)	2008	S.L.S D.A.V Public School, Mausam Vihar, Delhi
Class X (CBSE)	2006	S.L.S D.A.V Public School, Mausam Vihar, Delhi

## WORK EXPERIENCE

### TCS (Tata Consultancy Services) as Creative Graphic Designer. (June 2015 - Present)

#### - Brand Promotion/PR:

Responsible for TCS new media campaigns, e-mailers, press releases

- o Brief appreciation and decoding along with the marketing team
- o Conceptualization & Visualization – Generating ideas and imagining a manifestation as per the required medium
- o Designing and implementation - Posts, Infographics & cover images depending on the platform eg. Facebook, Twitter, LinkedIn etc.

#### - Internal Communication:

Responsible for Internal Communication Campaigns that are deployed globally across 3.5million user-systems (eg. Fit for life, Apps Week, Contests, Ergonomics, Digitization, IOT and so on)

- o In charge of the entire campaign process - from brief appreciation to designing & implementation
- o Rolling out campaign communication in various forms as per the objective – eg. Screensavers, wallpapers, mailers etc.

### Infoedge India Limited as Creative Graphic Designer. (October 2011 – June 2015)

#### - Integrated Advertising & Communication:

Worked on the brand building of various in-house brands as well as client brands through both mainline & digital advertising campaigns  
That included:

- o Banner ads – Static, GIF, Flash and Pop-up
- o Mailers – Product mailers, Campaigning mailers, Marketing mailers, Responsive mailers, Mailer HTML
- o Print ads
- o In-house – HR PPTs and e-mailers

Publication Platforms: Impact Magazine (Print), Google, YouTube, Yahoo!, Rediffmail, LinkedIn

Brands:

- o Info Edge Brands - naukri.com, 99acres.com, jeevansathi.com, shiksha.com, firstnaukri.com
- o Client brands – SuperTech, Lodha, Amrapali, Amity, SRM Universities, HCL, Dell, TCS etc.

Results achieved for digital advertising:

- o Achieved extra-ordinary CTR (Click-through rate) & Conversion Rates for mailers & banners designed for various publishers.

## SUMMER INTERNSHIP

### Jansandesh News Channel (February 2010 – March 2010)

Graphic Designing, Motion graphics showcasing the breaking news or upcoming events to be broadcasted.

## SKILL SET & SOFTWARE EXPERTISE

### Skill Set

- Art Direction, Conceptualizing, Visualizing, Sketching
- Promos/Graphic designing, Compositing, VFX, 3D/2D, Video Editing, Stop Animation, Motion Graphics, Montage
- Chroma Technique, Motion tracking
- Script Writing, Making Story boards
- Assisting in Direction

### Software Expertise:

- **Adobe CS5:** Photoshop | Premier | After Effects – Mocha | Flash | Illustrator | Dreamweaver
- **Corel Draw**
- **Autodesk:** Maya 2009 | Max 2009
- **IT Knowledge:** IT Systems, BDP (Business Data Processing), DTP (Desktop Publishing)

## ACADEMIC & TECHNICAL PROJECTS

- Project on Radio Voice Over, Camera Handling, Use of Switchers & Mixers.
- Field Visit Project, 'Voice Over and Camera Handling', Rishikesh, 2011
- Degree Project on Rotoscopy for Birla Institute of Technology using Adobe Flash & Adobe After effects for Motion Graphics.
- Degree Showreel showcasing VFX, Compositing and Motion graphics.

## BRIEF PROFILE

- Versatile team player
- Good communication and interpersonal skills.
- Comprehensive problem solving abilities,
- Zeal to acquire knowledge, desire to keep abreast with the latest developments,
- Good time management & organizational skills.

### Hobbies & Interests

- Exploring designing & animation,
- Script Writing, making Story boards
- Acting and Dance
- Sketching
- Playing Chess

## LOCATION

**Preferred location:** Gurgaon / Mumbai

## DECLARATION

The information mentioned above is true to the best of my knowledge.

**(Happy Kapoor)**