

SUNIL RAWAT

14th Avenue, Gaur City -2, Greater Noida 201009
Email: hellosunilrawat@gmail.com 📞 Mob: +91 9811525682

DYNAMIC CREATIVE HEAD WITH 10 YEARS OF EXPERIENCE

CREATIVE HEAD

- Accomplished creative Head offering 10 year record in establishing brand awareness.
- Passionate for creative working and executing new ideas with the ability to make calculated/sound decisions.

Objective:

Employment as creative Head with a reputed client, to provide service using creative skills in the best possible way, and to develop novel concepts that speak to end user's goals by facilitating brainstorming sessions and working effectively with clients and innovative teams.

Areas of Expertise

- Strong ability to incorporate customer research, data, and business strategy into creative solutions
- Desire to stay informed and knowledgeable about the latest visual branding, design, and technology
- Ability to produce consistent results in a fast-paced, evolving environment with the ability to multitask and prioritize
- Responsible for customer satisfaction and relationship building. Resource utilization and quality management
- Strong portfolio that demonstrates execution of creative concept work
- Ensure no talent goes to waste and the work stays sharp
- Experience working to deliver creative across multiple mediums and channels
- 10 years' proven experience in Creative role
- Demonstrated conceptual problem solver who can work collaboratively with anyone at all levels
- Recognized for taking on initiatives, outstanding personnel leadership and decision making skills and resolving mission-critical issues to ensure bottom-line success

PROFESSIONAL EXPERIENCE

HELLOSAARTHI TECHNOLOGIES PVT LTD

Creative Head (Nov 2018- at Present)

- Served as creative head and project manager for the company's 12+ products (application). Responsible for design, editorial and new product development.
- Designing end to end flows for product across retail and digital, integrating user research and design thinking to support customer-centric experience.
- Created primary research plans to inform and design an interactive UI about gamification of education. Conducted interviews and play testing while implementing techniques to measure and synthesize user response.
- Wrote and/or edited copy for the majority of product lines.

- Managed full creative teams and multiple partners/vendors; responsible for all budgeting and scheduling of clients.
 - Worked on different projects like App Development (Unity), Gamification of Learning (Unity), utility app (Android) and 3D production.
 - Developed UI/UX and architecture for various applications
 - Provides strong managerial, creative and strategic expertise in order to develop creative talent within the department
 - Ideate, develop, and support creative solutions for Ad Sales, Business Development and Partner frequently with Producers and Product Marketing Managers in the development
 - Collaborate with account teams to create and develop new business opportunities
 - Set creative standards and goals, establishing a culture to foster the development of creative talent
 - Oversee and approve designs, artwork, photography and graphics developed by design and creative team members to ensure alignment with creative direction
-

WIREFRAME DESIGN STUDIO

Co-Founder (May 2015-June 2018)

- Responsible for guiding the development of the assigned creative team and work
 - Direct workflow and creative resources and provide creative direction & leadership
 - Review and provide creative feedback to creative team of their work relative to strategic goals, concepts and execution
 - Work with and receive input from Editorial and Brand teams to insure work remains in the brand voice and look
 - Push the creative bounds of traditional promotion and establish creative standards
 - Effectively manages multiple projects in a fast paced, ever changing environment
 - Supervise and review all production work to ensure all goals are met and creative quality is upheld to the highest standard.
-

QUOBE DESIGN

Project Manager (January 2013 - Apr 2015)

- Utilize & leverage Audience Research and Data group to strengthen creative work through target audience insights
- Lead and oversee creative development of co-branded content for zyduS healthcare
- Pitch out creative strategy and concepts to key constituents including Delhi Metro, Zydus HealthCare, Saya Homes.
- Collaborate with advertising partners and agencies to assure strategic buy-in on direction
- Oversee production and creative detail, including financial responsibility and oversight
- Communicate clearly and in a timely manner with all internal and external team members

OK PLAY INDIA Ltd.

Team Leader Designing (Oct 3rd 2010 - Dec 2012)

- Create original designs for in-store, storewide advertising campaigns, newspapers, magazines, social media and catalogs
 - Research the latest cutting edge design, typography, illustrators, fashion, culture and present to Associate Creative Director and team
 - Develop great work within guidelines and budget of the assignment
 - Create detailed retouching mark-ups and slight post-production editing while paying attention to detail and maintaining good taste-level
 - Good knowledge of media best practices, with a strong understanding of print processes
-

Key Accomplishments:

Creative Design – Management:

- Led formation of creative materials and accessories and was a focal point for conducting brainstorming sessions.
- Designed a suitable business plan as per requirements of clients.
- Managed several projects simultaneously.
- Fluency in design, execution, art direction and game Play.
- Completed each project before the deadline.

Leadership:

- Supervised and directed the creative team by presenting new ideas to be used as guidelines while devising strategies.
- Established guidelines and procedures to be followed according to brand.
- Monitored each and every step of brand execution to ensure adherence to guidelines.
- Assisted accounts and management team in preparing suitable strategy for plan execution.

Communication skills:

- Developed strong working relationships with customers and the creative community.
 - Communicated with both internal and external clients to assess needs and requirements.
 - Worked in coordination with marketing managers; assisted them in developing an appropriate marketing plan.
-

CREDENTIALS

- Schooling From CBSE Board
 - B.COM Correspondence, DELHI UNIVERSITY.
 - Three years Diploma in Branding and designing from Maya Academy of Advanced Cinematic.(2010), certified by University of Cambridge
 - C++ Foundation certification
 - User experience specialist certification
 - Digital Marketing certification
 - Autodesk 3DS MAX certification from Autodesk India
 - Autodesk MAYA certification from Autodesk India
-

PORTFOLIO LINK'S:

WORK: <https://rawatsunil899c65.myportfolio.com>

GAME: <https://play.google.com/store/apps/details?id=com.PensiveWitsInc.WordLinkPro>

APP: <https://play.google.com/store/apps/details?id=com.hellosaarthi.Educard>

Technical skill set: Adobe Creative suite, Figma , Adobe XD, 3Ds Max, Maya, UNITY 3D, Balsamiq, Photography, MS office, rendering, sketching, Painting, Editing, Data management, Branding, Fusion, After Effects, advanced knowledge of 3D film making.

Soft Skills: Leadership, Collaboration, Time management, Critical thinking, Mentorship, Written and verbal communication, writing

Hard Skills: User Research, Experience Strategy, Interaction Design, User Interface Design, User Journeys, Business design, Wire framing, Experience Design, Interaction Design Relationship building, Branding, Design, Management, Strategy development, Gameplay Development, UI/UX and App Flow.

PERSONAL PARTICULARS

- **Date of Birth:** 31st July 1989
- **References:** Available upon Request