

Jai Prakash

Experienced Design Lead / **PDF Portfolio**

W jpegdes.github.io/resume

D www.dribbble.com/jpegdes

B www.behance.net/jpegdes

E jpeg.des@gmail.com



CV

Jai Prakash

Design Lead

W jpegdes.github.io/resume

Throughout my career, I have always tried to ensure that the passion and enthusiasm for my work has shone through. Despite my success as a designer, I have found that it is through a team that I have achieved my greatest potential.

I have learnt that having a platform to question and develop ideas harnesses greater creativity - although realising creative inspiration doesn't come without its obstacles! Obstacles such as time management and working to tight deadlines are important in any industry, but the foundations and biggest challenges of design lie in communication.

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Education and Qualifications

2010-2015 - Birla Institute of Technology, Mesra, Ranchi
1999-2009 - Millia Convent English School

Skills

- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Logo Design
- Advertising
- Photo Retouch
- Typography

- Rapid Prototype**
- HTML & CSS
 - Javascript
 - Jquery
 - Git
 - Proto.io

3D

- UI/UX Design**
- Low and High-Fi Wireframe
 - Sketch
 - Adobe XD
 - Invision
 - Principle
 - User Research

- SketchUp
- Autocad
- Maya (intermediate)

- Motion Graphic**
- After Effect
 - Premiere Pro

Reference

Ghanshayam Tiwari

Email : gs.tiwari@gmail.com | +91 933418 6699

Anis Bari

Email : anish.bari@gmail.com | +91 75430 17069

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National Forum / Rashtramanch | Consultant

Major responsibilities include conducting digital marketing, website development, creative content creation based on primary research that often sets agenda for national discourse at Rashtramanch.

MergeTree Technologies Pvt. Ltd | Consultant

Managing the design team and freelancers as required and helping develop our people. Influencing design led thinking across the business. Lead concept development in relation to design and creative outputs. Develop creative app and design concepts that meet the business objectives of the organisation and that advance our brand and proposition strategy

GoodEd Technologies Pvt Ltd / Design Lead | 01/16 – 11/17

As the Design Lead & Creative Head for GoEd Tech, my involvement has been to oversee and produce the brand and story behind GoEd Tech. This has then been carried through, working closely with the developing team, to produce Android app. Taking it into fundraising phase 2, I have worked closely with the CEO and founder, to carve, craft and produce every design element surrounding the brand and any UI function as well deck for the new investors, managing a team of developers and other designers/copywriters/project managers.

www.goedtech.com

Tantra Consultancy Pvt Ltd / Design Consultant | July 2015 – Dec 2015

Working as the design consultant of Tantra Consultancy, my day to day was balanced by the hundreds of aesthetic elements and technical events required to make designs great, function well, and resonate with users. Working with two of the top business thinkers, I had the opportunity on a day to day basis to experience turning company profile into infographic journeys, whilst exploring needs for a new identity or digital piece of marketing

Janta Dal (United) / Creative Team Head | Jul 2014 – Aug 2015

Designed the creatives for the election campaign of Mr. Nitish Kumar, the honourable Ex. Chief Minister of Bihar representative of the Janta Dal (United) including Social Media Posts, Flexes and Banners.

The WebPreneurs / Creative Head and Designer, Sep 2012 – May 2014

I lead the design side of The WebPreneurs, including exploring the realms of design through a multitude of innovative and exciting platforms. Gained valuable experience in UI design for mobile tools and platforms, rich internet application devices and desktop applications. Website design and branding have been key elements within the work, Designed and conducted internet marketing bootcamps in 12 colleges with 1000+ paying students. Curriculum included: Search Engine Marketing, Web Analytics, Conversion Rate Optimization, E-Mail Marketing

Other Creative Positions

IEEE Student Branch - BIT Mesra, Creative Head | Jul 2013 – Jul 2014

Sports and Adventure Club-BIT Mesra, Creative Head | Jul 2013 – Jul 2014

SMP - BIT Mesra, Creative Head | Jul 2013 – Jul 2014



CLIENTS/ORGANISATIONS ASSOCIATED



Logos from left to right

Loud Frame Design Studio, Netherlands

Photoseva : Wedding Photography Services

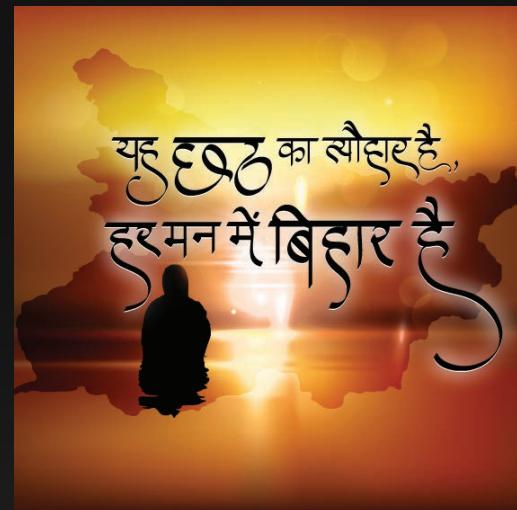
Scolus : An Edtech Platform

Learner : Online Edtech Platform

Go Cashless : An initiative by mobigov.in

Big-O : An Initiative by Rithambhara Technologies

BRAND IDENTITY



Nitish Kumar, Chief Minister, Bihar / Designed the creatives for the election campaign of Mr. Nitish Kumar, the honourable Chief Minister of Bihar representative of the Janta Dal (United) including Social Media Posts, flexes and banners.

<https://goo.gl/nB4G2o>

CREATIVES / CAMPAIGNS | JDU



बिहार ने दिखाया है कि कमज़ोर वर्ग से भी काम के आधार पर वोट माँगा जा सकता है | जब हम काम के आधार पर वोट की मजदूरी मांगते हैं तो कमज़ोर, मजबूर और मज़दूर तबके को भी संबोधित करते हैं | ये कोई राजनीतिक नारा नहीं है बल्कि हर कमज़ोर तबके को सशक्त करने का भाव है | सभी कमज़ोर तबकों का विकास तभी हो सकता है जब कारगर योजनायें हों और उन्हें लागू करने वाली शासन व्यवस्था विनम्र हो, संवेदनशील हो और सेवाभाव से काम कर सके | जब शासन प्रणाली का मुखिया अपने काम की मजदूरी मांगते हुए सबसे कमज़ोर वर्ग के आगे सर झुकाता है तो व्यवस्था में संवेदनशीलता और सेवाभाव बढ़ता है | इसलिए वोट की मजदूरी कोई नारा नहीं है, बल्कि एक व्यापक सन्देश है लोकतन्त्र की मालिक माने जाने वाली जनता के लिए और उनकी सेवा के लिए बनी शासन व्यवस्था को |

बिहार में हमने काम किया है आपके लिए ! आपका वोट है हमारी मजदूरी | जय बिहार, जय भारत |

Nitish Kumar, Chief Minister, Bihar / Designed the creatives for the election campaign of Mr. Nitish Kumar, the honourable Chief Minister of Bihar representative of the Janta Dal (United) including Social Media Posts, flexes and banners.

<https://goo.gl/nB4G2o>



समाजवादी पार्टी

[f/YoungLeaderIndia](#) [t/ghanshyamtiwari](#)

[www.ghanshyamtiwari.org](#)

Campaign should have an overall message of why voters should support its candidates. The agenda sets which are carefully framed reflecting needs, requirement etc which help in various positive terms of the local communities.

CREATIVES / CAMPAIGNS | Samajwadi Party



दबाएं 8

जय बेटी जय युवा
जय काराकाट

जुड़े 836 7796 999

The basics of election campaign was deceptively simple. All campaigns designed in such a way so that they must repeatedly communicate a persuasive message to people why should they vote. This is "the golden rule" of politics. A political campaign is a communication process **find the right message, target that message to the right group of voters**, and repeat that message again and again.

<https://www.flickr.com/photos/157999593@N05/albums>

CREATIVES / CAMPAIGNS | Samajwadi Party





National Forum I Rashtramanch / Its aim to create a set of agendas addressing the problems faced by India, based on Gandhiji's philosophy of truth and non-violence. So designed these visuals based on minimal concept on Gandhiji's prime principals celebrating 150th Year of Mahatma arrival on earth.



PRINT

Less is more / The poster above features minimalist approach to a single line of clever copy: Neue & Impreuve. It is a cleverly designed play on words that touches on Helvetica and caters to a specific audience.

CURRENT PROBLEMS

- 1 Underutilized capacity in classrooms and is decreasing.
- 2 Very high advertising cost with less efficiency.
- 3 Reach Out is less.
- 4 Local brand name with limited capacity students.

SOLUTIONS

- Give students more options – Flexibility - Choose Tutors with respect to specific subjects, specific topics. This fills the gap due to the drop out rate and leads to more satisfaction across students community at large.
- The vacant seats go filled according to topics covered – Leads to optimization of seats in classrooms- satisfaction across tutors.
- Tap the opportunity by creating a common platform for both students and also tutors, help create a hub- knowledge sharing becomes easy- Idea flow easy – easy marketing
- Advertising through Vidyahub gives every tutor entire student platform.

TUTOR
• Individual Tutors
• Coaching Institutes
• Professional Trainers

VIDYAHUB
An aggregator and enabler, connect A to B
More organized

STUDENT COMMUNITY
• All competitive Exams preparation
• Increasing competitiveness

HOW WILL IT WORK?

- A Students create profiles for free.
- B Tutors select their area of interests to teach.
- C Students select their area of interests to study.

REGISTER

SELECT CATEGORY

STUDY

VIDYAHUB MODEL

FURTHER INFORMATION

TUTOR'S PROFILE

STUDENT'S PROFILE

Search for Classes on required topic/tutor/subject

Select the tutor for subject with timing, area and cost

Select your seat- Pay through payment gateways and STUDY

BENEFITS TO YOU

How are we different.

Partnership with Vidyahub will result in substantial increase in the market size of the Tutors. We aim to cluster all the student community on one platform. One single community of students at one place will enable instructors to create an easy channel for communicating information to them. Independent user driven rating platform will showcase the talented instructors. This in turn will increase the credibility.

www.VIDYAHUB.COM

NEN 201

Internship for 1st Year and 2nd Year Students

Building a peer to peer platform of learning where high school students can learn from best undergraduate students across the country online and offline.

Are you interested in transforming lives of high school students?

The objective of Learner is to transform high school education in India by creating a platform where top undergraduate students will be able to teach high school students across the country online - using YouTube and WhatsApp.

In 2016, more than 100 students from across the country including 60+ from IITs worked with GoEdTech, teaching more than 1200 hours of video lectures along with notes, quizzes and tests.

This year the students will improve the content, use it to teach high school students across the country, and measure the impact of this model through one week of classroom teaching and interaction with high school students at IIT Delhi.

A key aspect of the Learner model is to understand whether a high school student finds greater motivation in learning from a top undergraduate student. The success of the program will enable State Governments and School Organizations across the country to explore the possibility of using Learner Model for high school education.

Develop Online Content for Learning May 29 to June 15th
Teach school students online: June 16th – June 30th
Teach school students in classroom: 2 weeks – July 1st – July 15th
Typically 4 hrs a day

GoEd will provide stipend of Rs. 6000 and certificate to all interns. The interns will need to complete the time requirement necessary for NEN Credits during the 6 week Internship program.

Apply Now

intern.goedtech.com

Mayank : 950942246, Anmol : 9810146061, Anuj : 9911068286

Ghanshyam Tiwari, Founder
GoodEd Technologies Pvt. Ltd.,
B6-Qutab Institutional Area, New Delhi-110016

gntiwar@goodedtech.com | +91-93341-186-699

The Key Skills Required

- 1. Demonstrate leadership and program management skills**
Intern will be expected to enlist 8-10 other students for developing educational videos and ensuring that the content is reviewed and rated by other students in a timely manner. Further, the intern must possess a conviction for doing social leadership projects.
- 2. Good communication skills**
Intern is expected to be a good communicator in English and Hindi. This would be necessary in the ability to record good video content for the program.
- 3. Strong understanding of at least 1 subject**
Intern should possess a strong understanding of at least one subject. This will be demonstrated in creating video lectures and curating content from other students in that subject.
- 4. Interest in learning education technologies**
The intern will get exposed to several tools related to education technology and so must be interested in learning such tools.

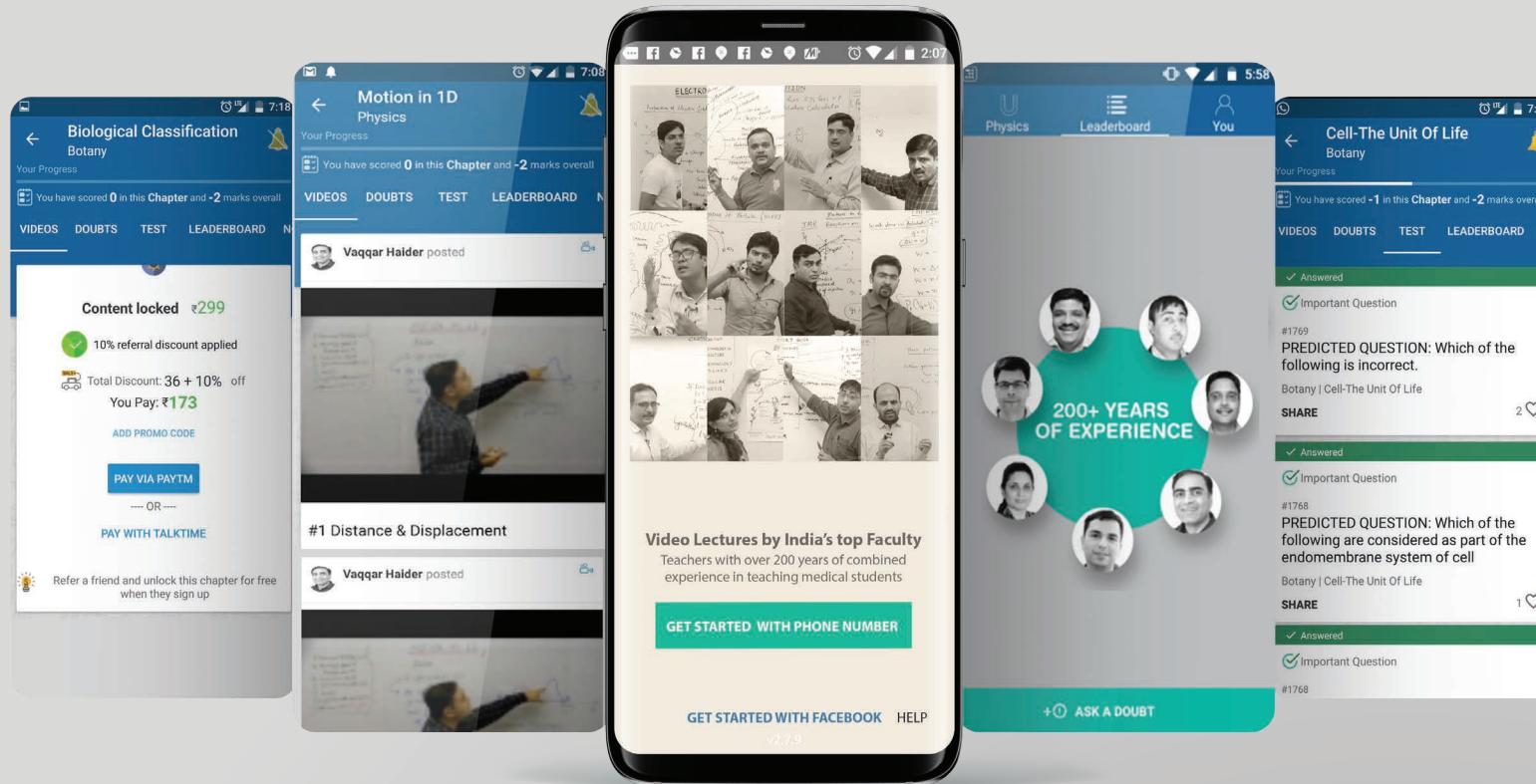
Internship / A creative designed for digital as well as print platform, purposely for the internship opportunities for college students who are interested in teaching high school students.



Bandhan Tod / An initiative of the United Nations Population Fund (UNFPA), had launched the Android-based app named 'Bandhan Tod' to sensitise people across the state against dowry, child marriage, domestic violence and gender. The app is in Hindi since we want to reach out rural areas, where the practice is more prevalent. It has an SOS button, which allows a potential victim to reach to administration directly

<https://www.behance.net/gallery/73314735/Bandhan-Tod-Break-Your-Shackles>

APP DESIGN



NEETprep / App for the students preparing for the various medical examinations. It provides access to video lectures by top faculty, offering a free mini pack as demo of the lectures. It also have platform for the doubts in the discussion forum to get expert solution. It provides Lecture based Quizzes to Evaluate students learning as well test series for better practice.



VIDEO

Combining still shots with footage is a great way to add texture to a video, and a sequence of candid still shots of the event can often convey more in a few seconds than five minutes of film. Still images are enhanced to appear 3D, and if they are integrated well with the film it can be hard to recognize when you are watching film and when you are viewing photos.

<https://goo.gl/G7UEWf>

WEB DESIGN





NEETprep / Website for the students preparing for the various medical examinations. It provides access to video lectures by top faculty, offering a free mini pack as demo of the lectures. It also have platform for the doubts in the discussion forum to get expert solution. It provides Lecture based Quizzes to Evaluate students learning as well test series for better practice.

<https://goo.gl/pcLPHt>



POST PROCESSING



This is **my favorite project** among all the projects that I have made. While making this i fell in love with the idea. To frame the idea in one frame, to be honest I didn't knew the outcome was this. I lost myself while making this piece. For me it's breath taking, I just hope you feel the same way too..

<https://www.behance.net/jpegdes>

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