

Ashim Sarkar

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Delhi, Delhi

ashim12197_q5s@indeedemail.com

+91-9313469483

Work Experience

Graphic Designer

Abraxas Communication Pvt Ltd

April 2014 to Present

Working as Graphic Designer last 10+ year and working at Abraxas Communication as a Art Director last 4 years

Design Manager

UBM Medica

March 2006 to March 2014

Working as a Design Manager

Sr. Graphic Designer

Mediworld India Pvt. Ltd

July 2000 to February 2006

- Responsible for seeing all projects through to completion. From concept and design to production
- Estimating the time required to complete the work and providing quotes for clients
- Developing design briefs by gathering information and data through research
- Thinking creatively to produce new ideas and concepts
- Using innovation to redefine a design brief within the constraints of cost and time
- Presenting finalised ideas and concepts to clients or account managers
- Proofreading to produce accurate and high-quality work
- Contributing ideas and design artwork to the overall brief

Graphic Designer

Siddharath Advt. Agency Pvt. Ltd

July 1998 to February 2000

- Completes projects by coordinating with outside agencies, art services, printers, etc.
- Designing and development of Brochures, Posters, Leaflets, Catalogue, Calendar

Graphic Designer

Kapooria Advertising Agency Pvt. Ltd

November 1995 to January 1998

- Obtains approval of concept by submitting rough layout for approval.
- Prepares finished copy and art by operating typesetting, printing, and similar equipment
- Prepares final layout by marking and pasting up finished copy and art.

Education

B.A.

Delhi University - Delhi, Delhi

1992

Skills / IT Skills

- Illustrator
- Croel Draw
- MS Office
- Photoshop
- Lighroom
- Adobe InDesign

Additional Information

SKILLS

Adobe Photoshop (10+ years), Corel Draw (10+ years), detail-oriented (10+ years), graphic design (10+ years)

CORE COMPETENCIES

- Leading design team for marketing collateral development including printed materials, external and internal presentations, and other media to develop new business for the firm

- Competent in Design Software like Corel Draw, Adobe In Design, Adobe Photoshop, Adobe Illustrator, Adobe Reader, Page Maker, Quark Express, MS-Office.

- Creating individual graphic elements (diagrams, information graphics etc) for marketing collateral

- Coordinating and leading on-going training efforts in graphic design and technology for members of the Design team

- Ability to balance and prioritize multiple project with short deadlines
- Highly detail-oriented, independent and well organized
- Strong design foundation and understanding of the principles of typography and layout
- Strong understanding of print production and technology