**RAKESH MANJREKAR**

**(Senior Art Director)**

**Behance Profile:**https://www.behance.net/rakesh1987

**PERSONAL INFORMATION:**

**Date of Birth:** June 28, 1986

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Road no.1 Jogeshwari (east)

Mumbai 400060,India

**SUMMARY**:

More than eight years of experience in crafting prints and digitalcampaign for the entertainment industry (movies & television) and corporate clients.

Key role in the development of high level concepts and in design projects from start to finish. Movie publicity design has been the main forte but have adequate experience in entertainment industry as well as in corporate brands.

Readily translate business requirements into effective advertising campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively ready to adapt to new technology and innovative processes while ensuring compliance with corporate standards.

**Art Leadership Skills**

* Creative Team Management
* Print/Web/Interactive Design
* Visual Communications
* Cutting-edge Graphic Design
* Brand Creation & Reinvention Packaging & Design

**PROFESSIONAL EXPERIENCE:**

**BrainOnRent,** Mumbai

**Senior Art director, July 2011 to Present**

One of the leading advertising agency of **Mumbai, India** with large number of entertainment, corporate and International clients. Achievedgreater heights of service and creative industry within a span of just five years.

* Work within a team on a wide variety of projects & collaborating with Creative Director and Business Head, while generating and building key art and design concepts, managing multiple projects, and supervising internal and external design resources with very strong **design** skills, an adept eye for typography and composition, Indesign& Illustrator knowledge and an outgoing personality
* Designing a full-fledged creative print, digital campaign for **Bollywood, Regional and International** movies. In his includes designing a teaser poster which creates a curiosity about the coming movie which follows by another set 3 to 4 posters which gives out more information about the movie & creates an urgency to pull the audience to the theatre. This entire procedure includes design strategy, marketing strategy, photoshoot with the most well-known photographers of India.
* **Clientele:**Viaocom 18, Eros international, Phantom films , Dharma Productions, Balaji Motion Pictures, Panorama Studios, who have been the major clients.
* Designed a successful campaign for several blockbuster Bollywood movies like Drishyam, Kapoor& Sons,The Flying Jatt, Akira, Boss, Once Upon A Time in Mumbai Dobara and many more.
* **Hollywood projects:** London has fallen and Cabby MD
* Designed first stop motion animation poster in India for Dharma Productions upcoming movie called BadrinathkiDulhania, which consist of more than 200 frames. Worked on a concept &storyboard for multiple movies like Boss, Kapoor& Sons and many more.
* From start to finish designing for the big event of Viacom 10 motion picture’s 5 years of redefining of Indian Cinema. Including key art for advertising, hoarding design, press kit design, merchandising 7 packaging design etc.
* Recreated the brand identity of Yogurtbay (Yogurt bay is one of the reputed food chain brand in India)
* Heading the retainer account for Novotel, JuhuMumbai, where we used to design advertising campaign for their 5 to five food promotions every month. Which, digital publicity, includes flyer, lobby poster, menu & brochure design.
* Logo design for the AshwinVarde Production & Panorama Studios

**Xtrathin Design, Mumbai**

**Senior Visualizer**, July 2010 to June2011

* Started as SeniorVisualizer and promoted as Dept. Head for design, I displayed strong skills in Packaging Designs and Print Production
* As the department head, I displayed strong leadership skills in supervision, coaching and mentoring an eight member creative staff
* I showed the ability to communicate, inspire and negotiate as I led the department to many new and challenging clients and projects
* As a result, the entire staff grew creatively
* Designed Indian Pavilion for Cannes Film festival held in France 2011
* Designed advertising print campaign many popular television shows from UTVBbindass like Superstud, Emotional Atyachar, Dadagiri
* Monthly web banners, merchandising designs for different shows as their promotional activity.
* UTV action Telugu launch campaign
* Print campaign on education & wealth for Times of India, Bangalore
* Channel mascot design For 9x Tashan. Concept & story board for launch promo of the television channel. Channel packaging like Aston Bands etc
* Illustration & booklet design for ‘We The People.’

**Abelsoftcon, Mumbai**

**Visualizer & Graphic Designer**, October 2009 to June 2010

Concepts for safety & awareness campaign for Government of India

Designed several 2D illustrations and motion landing pagesfor ‘facebook’ games

**Kalpa Arts, Mumbai**

**Illustrator** March 2009 to September 2009

Illustrating for US publication specialised in kids’ story books.

Kalpa Arts is a design studio which primarily has American publication groups that publish story books for kids from the age group of 6 to 15 years.

**Computer programs**

Adobe Creative Suite CS6 ( Photoshop, Illustrator, Flash)

**Eduacation**

**Sir J.J. School of Fine Arts, Mumbai -** 2008-09

Bachelor of Fine Arts (Drawing and Painting)

**S. S. & L. S. Patkar College of Arts & Science & V. P. Varde College of Commerce & Economics**

Higher School **Certificate -** 2004-05

**ArvindGandhbhirHigh School** - 2002-03

**Secondary School Certificate**

**Awards&Accolades**

* Art Installation at Godrej (Vikroli skin), India-2012
* Art Installation at Lakme Fashion Week, India-2012
* The State Art Show 2010
* Bajaj Monsoon Art Show 2010 • All India Annual Art Exhibition 2010 • Participated in The Bombay Art Society 116th Exhibition 2009
* Special Merit Certificate at Kaladeep Annual Exhibition- 2008 • Dolly Casetjee Prize at the Annual Exhibition of Sir J. J. School of Arts 2009
* 3rd Prize’ at Kaladeep Monsoon Show -2009 • Lord Harding Prize -2008