



# Kalyan Sagar - UX Designer

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## CONTACT

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## STATEMENT OF PURPOSE

To elevate Brands and Companies to new levels using my Marketing and Design Skill set, Strategy decision making and Communication Skills.

## WORK EXPERIENCE

Ogilvy , Mumbai

January 2004 — June 2006

Visualiser/ Client Servicing

Joined Ogilvy Mumbai as a Junior Visualiser. The job offered me a great scope to learn the basics of Design and Advertising. More than anything, it offered me to learn Communication strategy. Worked on brands like Tata Safari, SBI, Close-up. Was primarily involved in creating Collateral and also Photo shoots.

Minglebox, Bangalore

December 2006 — July 2010

UX Designer

Internet started fascinating me more than advertising which offered one way communication. Minglebox came as a blessing in disguise when I got promoted to a Senior Visualiser at Ogilvy. Here was a start-up which started off as a social networking website and later on diverted to become one of India's successful Education portal. At Minglebox I was involved from the beginning stages of product development, execution and measurement of the success. Right from collecting user feedback on product features, User Interface design, ideating on new product strategies to conducting offline events at colleges for students.

Mumbai

July 2010 — November 2011

Creative Consultant

Having worked in an Internet firm for 4 years, I wanted to explore myself with. Sculptures and Free Design. During this period, I was working with an Interior Design firm called Dr. Art+ Design based out of Mumbai.

I worked on some sculptures for an Architect called Mr. Kamal Malik and an art Bank for ING Vysya.

Merry Men, Mumbai

November 2011 — June 2012

Creative Head

Merry Men gave me the opportunity to grow myself as a Manager. I was involved in bringing new Business onto the table. All my earlier experience of Advertising, Internet culminated in pitching to Clients for new Business.

Jiva Spa - Taj, Milk Mantra, Amore Gelato - Clients won during my tenure.

Amore

June 2012 — October 2013

Design Consultant & UX Head

I joined Amore Gourmet Gelato in Mumbai as the Design Head. I have been involved in Re-branding Amore using Print, Web and Promotional activities.

My work includes designing the Website, Marketing Collateral, Retail Graphics, Internal as well as External Branding.

## K12 Techno Services

October 2013 — July 2014

Creative Head

K12 techno services is a Education company running an Olympiad for children across India. I was working as a Marketing Manger and Creative head with K12 handling their design for Book covers, Website, Collateral, Marketing Communication.

My work also entitled me to create some questionnaires for the Creative Olympiad.

## EDUCATION

Schooling

Jan 1982 — March 1994

All Saint's High School, Abids, Hyderabad

Mathematics, Economics and Commerce

June 1994 — May 1996

Little Flower Junior College, Uppal, Hyderabad

Bachelors in Psychology, Sociology and Advertising

1997 — 2000

Nizam College, Hyderabad

M.A in Cultural Studies

2000 — 2001

CIEFL, Tarnaka, Hyderaad

Post Graduate Diploma in Communication Design

2001 — 2004

National Institute of Design

## SKILL SET

**Adobe Suite** - Adobe Photoshop, Adobe Illustrator. **Microsoft Office** - MS Word, Power Point Presentations

## INTERESTS

Cycling, Gardening, Singing