



prathap ravishankar

Art Director | Ideator | technophile | History buff

Core abilities



Infographics



Vector Illustrations



Graphic Design/
Ads/Publications



Web/interactive design

Softwares



Adobe
Illustrator



Adobe
Premiere



Adobe
Indesign



Adobe
After effects



Adobe
Audition



Figma



CCI
Newsgate

About Myself

Design is my passion and combined with my creative enthusiasm and interest in the digital marketplace I can incorporate different styles of work and am able to work individually or as part of a team. I am a team player who enjoys sharing ideas and seeing them through to a physical reality. A creator and innovator with the ability to plan time effectively and meet tight deadlines. I am able to perform in a fast-paced and highly challenging marketplace and be driven to meet and exceed targets set.

In my current capacity as Deputy Executive Editor with TV9, I am able to build design products and also manage a team effectively. I collaborate with multiple teams to understand the requirements of information to be represented, and visualise it, and work with all the stakeholders to deliver a complete product not just in terms of interactive infographics, but also provide creative products for the digital marketing collateral across all social media platforms.

Given the digital disruption the creative industry has faced in the last decade, a design team has to rise up to the dynamic challenge of producing content across various platforms. Being a natural technology enthusiast I have welcomed this change and have spent the last two decades sharpening my technical competency along with expanding my creative abilities.

Personal details

DATE OF BIRTH

📅 27-05-1987

CONTACT INFO

📞 +91-99625-49940

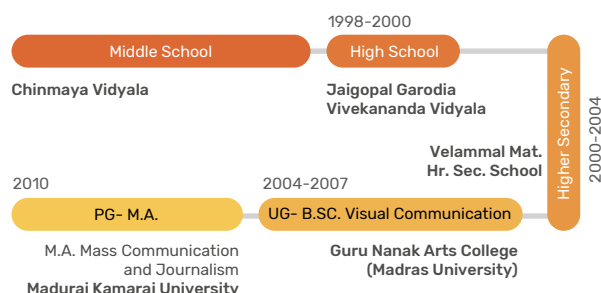
✉️ prathapravishankar@gmail.com

🐦 @shutterdragon

Work experience summary



Education





prathap
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Experience

News9Live.com Tv9

(2021 Oct- present)

**DEPUTY EXECUTIVE EDITOR
- DESIGN AND INFOGRAPHICS**

- Responsible for creating visually arresting interactive stories/widgets for the News9live website
- Work on specialised projects and use the data and tech team to devise engaging interactives and deliver
- Create motion graphic titles for Podcasts and topical videos
- Create social media design language for the desk to follow and certain social media cards for unique cases

The Federal.com (New Gen Media)

(2019 Mar- 2021 Sept)

DESIGN EDITOR

- Lead a team of 2 designers and 3 developers to conceptualise and develop interactive graphics and data visualisation
- Work on devising promotional campaigns and creatives for brand marketing
- Concept illustration for stories
- Won 2 Awards (silver and gold) for Best Data Visualisation in the South Asian Digital Media Awards (WAN-IFRA) for 2 consecutive years since launch in 2019
- Did an exclusive story on the efficacy of Hand sanitisers and stolen Nataraja Idol which went viral
- <https://thefederal.com/interactive/>

The Hindu Group of Publications

(2008 May- 2019 Feb)

CHIEF NATIONAL DESIGNER

- Work on info-graphics on a daily basis .Also including story packaging after meeting with the editorial team
- Concept vector illustrations for stories
- Worked on redesign of the main edition and the supplements
- Developed stand-alone micro-sites using dreamweaver and basic CSS and HTML for promotional events
Also includes flash-based animated banners and leader boards for the main site
- Worked on creatives for extensive campaigns ,events and circulation programmes
- Contributed standalone photographs for the edition as necessary
- Point person for design coordination and team leader
- Consulting designer for online graphics
- Edited audio and videos for podcasts online

Wishbox Advertising

(2007 Sept- 2008 May)

IDEATOR

- Actively participate in campaign strategy meetings to produce creatives for brands and guerilla campaigns
- Coordinated photo shoots and delivered creatives entirely on my own
- Worked on corporate identities and package design for prestigious brands
- Developed prototype website designs for clients and also in-house for the developers

Telic Infoservices

(2007 Apr- 2007 Sept)

DESIGNER

- Responsible for examining the storyboard and creating animated flash banners using Autodesk Flash for clients both local and overseas . Was exposed to basic level action scripts and xml. It was easy to understand since I had intermediate experience in coding and debugging in HTML and C during school.



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ravishankar

An avid traveller, photographer and always look forward to learn something new and a sucker for music and comedies