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Summary

Creative Director with 18+ years of experience in UI, UX, Graphic & Web Design, Video Editing, Motion Graphics & Product Photography.

Experience

Creative Director

BrighTex Bio-Photonics, LLC

Aug 2022 - Present (10 months)

Crafting clients briefs into elegant, creative solutions used by the largest cosmetics companies in the world for clinical research and customer engagement. Exhibiting AI Tech in B2B Shows like CosmoProf.

Recently developed a innovative customizable AI Web App which can be integrated to any website/ platform easily.

Senior UI/UX Design Manager

BrighTex Bio-Photonics, LLC

Aug 2020 - Jul 2022 (2 years)

Redesigned Company Website, Created Standard Brand Guidelines, Digital Marketing & Exhibited for the first time in Beauty Tech B2B Show CosmoProf in Mumbai, India.

UI/UX Design Manager

BrighTex Bio-Photonics, LLC

Apr 2014 - Jul 2020 (6 years 4 months)

Started managing a team of designers, artists, developers & a copywriter. Designed Architecture Diagrams, Website & Mobile Apps for clients & company.

Design Engineer

BrighTex Bio-Photonics, LLC

Feb 2012 - Mar 2014 (2 years 2 months)

Specialized in UI/UX Design for Desktop & Mobile Apps. Started Product Photography in company's in-house studio.

Software Engineer (Design & Development)

BrighTex Bio-Photonics, LLC

Feb 2010 - Jan 2012 (2 years)

Designed Logos, Graphics & Websites for SaaS products.



Freelance Video Editor

EENADU TELEVISION PRIVATE LIMITED

Mar 2008 - Sep 2008 (7 months)

Worked as Non-Linear Video Editor for 2 daily Programs & 3 Weekly Programs.



Visual Effects Artist

MAA (a division of Star India Private Limited)

Jan 2008 - Feb 2008 (2 months)

Title Graphics for Savirahe Television Serial aired in MAA TV.



Assistant Video Editor

Annapurna Studios Private Limited

Nov 2007 - Jan 2008 (3 months)

Worked as assistant video editor on Avid Mojo Systems for television serials(Yuva, Savirahe, etc..) under Video Editor Rasool.



Freelance Multimedia Designer

Self-Employed, Arts and Design

Jun 2004 - Oct 2007 (3 years 5 months)

- Designed Flash CBT to Jaipuria Breakthrough Solutions(JBS).
- Logo Design for Indian Institute of Enterprise Management (IEM).
- Cover page for EMESKO Publishers Novel.

Education



Arena Animation

AMSP (Arena Multimedia Specialist Programmer), Design and Applied Arts

2004 - 2007

Graphics, Authoring Multimedia, Animation, Multimedia for Web & Games & Digital Portfolio Development with specialization in Advertising in Print, CBT Development, Digital Film Making & Visual FX.



Arena Animation

Advanced Avid Xpress(Video Editing), Film/Cinema/Video Studies

Advanced video editing in Avid Technology(A professional non-linear editing system).



Arena Animation

Advanced Animation - MAYA, Animation, Interactive Technology, Video Graphics and Special Effects

2008 - 2009

Modeling, Texturing, Lighting, Dynamics, Rigging & Animation

Licenses & Certifications



Participated in Faculty Development Program on Digital Image Processing and Applications - BTBP-GNITS Center for Artificial Intelligence and Department of EEE.



Arena Multimedia Specialist Program - Arena Multimedia
003786



Advanced Animation - Maya - Arena Animation
0012025



Advanced Avid Xpress - Arena Multimedia
018862



Graphics with Specialization in Advertising for Print - Arena Multimedia
00266



Authoring Multimedia with specialization in C.B.T. Development - Arena
Multimedia
0000402



Animation with Specialization in Digital Film Making and Visual FX - Arena
Multimedia
01240



Multimedia for Web & Games - Arena Multimedia
0001810



Digital Portfolio Development - Arena Multimedia
05487



MS-Dos and Dbase 3 Plus - Cyber Institute for School Education



Biomedical Research - Basic/Refresher - University of California, Davis
Issued Jul 2020 - Expires Jul 2023
37303873



Good Clinical Practice Course for Clinical Trials Involving Devices (international focus) - University of California, Davis
Issued Jul 2020 - Expires Jul 2023
37303874



User Experience Design Essentials - Adobe XD UI UX Design - Udemy

UC-f506cffb-37c4-447b-9b11-9a7b6c6af774

 **Google My Business** - Google
94591749


 **AI in Digital Marketing** - Great Learning
RPMTUSPO


 **Ethics and Governance of Artificial Intelligence for Health** - World Health
Organization
OpenWHO


Skills

Product Design • User Interface Design • User Experience (UX) • Graphic Design • Video Editing •
Photography • Digital Marketing • Design Management • Film Making • Product Photography


Honors & Awards

 **Best Audio & Video Editor - VFX 06** - Arena Animation Academy
Jul 2006
Winner of Best Multimedia Talent Awards VFX 06

 **Best Compositing & Special FX Artist - VFX 07** - Arena Animation Academy
Jul 2007
Winner of Best Multimedia Talent Awards VFX 07

 **Best Creative Employee Award** - BrighTex Bio-Photonics
Nov 2015

 **Best Employee Recognition** - BrighTex Bio-Photonics
Nov 2012

 **First Prize in Arts at Prajwal 2K17** - BrighTex Bio-Photonics
Nov 2017
Awarded 1st Prize for best 1 hour pencil art with concept.