

RAVIJEET DOCTOR

ART DIRECTOR | GRAPHIC DESIGNER | 3D ARTIST

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Profile

Highly motivated graphic designer turned art director with 4+ years of experience in advertising, leading creative teams and crafting impactful visuals for print and digital campaigns. Proven ability to manage 350+ digital and 180+ print projects from concept to completion, ensuring consistent brand identity and exceeding client expectations. Possess strong design and video editing skills, with a passion for pushing creative boundaries and delivering innovative solutions.

Work Experience

Freelance / Graphic Design

March 2020 - Present

- Led client consultations to understand design requirements and ensure project success.
- Developed and executed strategic design projects, including logos, branding, and design systems, that aligned with target audience needs and project goals.
- Provided data-driven design recommendations, leveraging market research on industry trends and social media insights, to deliver impactful solutions.

Gemius Design Studio / Graphic Designer

March 2021 - July 2022, Surat, India

- Managed the interpretation of creative briefs and led cross-functional teams to deliver on-brand social media assets for 7-9 accounts simultaneously, consistently meeting tight deadlines.
- Actively participated in brainstorming meetings, offering a confident creative point of view while working with both internal and external stakeholders.
- Presented and pitched creative ideas to senior team members, effectively championing the best concepts for implementation.
- Using my strong typography and design skills executed a comprehensive suite of visual assets for various marketing materials, including designing print-ready files in Adobe InDesign and Adobe Illustrator using CMYK color profiles.
- Conceptualized and executed visual assets like emailers, social media posts and digital ads (product display page on ecommerce websites) for organic and paid marketing utilizing advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, XD) to meet and exceed design objectives.
- Using Adobe Premiere Pro and After Effects produced and edit visually engaging motion graphic videos that significantly elevated the impact of social media content.
- Contributed to website design, collaborating with developers to implement client revisions or launch new websites based on brand guidelines and user experience best practices.

SSM Infotech Solutions Pvt. Ltd / Graphic Designer & Video Editor

March 2019 - March 2021, Surat, India

- Redesigned and optimization of the company website, resulting in a 20% increase in user engagement.
- Oversaw the modernization and standardization of corporate presentations and established new design system to ensure brand consistency across all external communications.
- Developed and executed strategic multi-channel email marketing and social media campaigns, achieving a 15% increase in customer engagement metrics.
- Collaborated intensively with stakeholders, including software developers and senior executives, to gather in-depth product knowledge. This knowledge informed the production of compelling infographic pitch decks that facilitated increased stakeholder buy-in.
- Utilized expertise in Adobe After Effects and Illustrator to produce high-quality software tutorial videos, increasing user engagement and product adoption rates.

Education

Humber College / 3D Modelling and VFX

January 2024 - August 2024, Toronto, ON

- This intensive program equips me with the skills and knowledge to excel in the dynamic world of 3D and VFX. I'm gaining proficiency in industry-standard software like Maya, Houdini, and Nuke, preparing me to seamlessly integrate into 3D and CGI based commercials in advertising industry.

Humber College / PGDM in Advertising Art Direction

September 2022 - September 2023, Toronto, ON

- Acquired expertise in interpreting creative briefs and leveraging key insights, successfully steering projects from initial brainstorming sessions through to polished client presentations.
- Collaborated on real-world client projects with notable brands such as Paw Patrol, Ikea, and the Beer Store, offering innovative solutions to address complex business challenges.
- Partnered with copywriters and account managers to orchestrate comprehensive 360-degree advertising campaigns, thereby sharpening teamwork capabilities and enhancing overall campaign efficacy.

SRM University / B.Tech in Computer Science Engineering

March 2015 - May 2019, Chennai, India

- Specialization in Machine Learning, equipping me with the foundational knowledge and skill set required to comprehend and contribute to today's AI-driven landscape.
- Cultivated essential problem-solving and critical-thinking skills through rigorous academic coursework.

Awards

ONE SHOW CLUB - Young Ones Awards

Spotify AudioBooks - Reading Reimagined

1x Student Merit in 2023 Integrated Campaign

Skills

- **Creative Direction:** Adept at steering creative projects from concept through completion, managing teams, and resources efficiently.
- **Project Management:** Proven track record in overseeing multiple projects simultaneously, meeting deadlines, and exceeding client expectations.
- **Presentation:** Capable of presenting ideas and concepts effectively to clients and teams.
- **Problem-Solving:** Ability to think critically and creatively to overcome design challenges and constraints.
- **Attention to Detail:** Highly meticulous in design work, ensuring consistency and quality across all creative assets.
- **Typography and Layout:** Expert understanding of typefaces, line height, tracking, and more for print and digital media.
- **Photography:** Proficiency in storyboarding, staging, and photo editing and retouching for editorial and promotional content.