

# KUNAL KISHORE



www.heykunal.com



kishorekunal063@gmail.com



+91 7250818700

## EDUCATION

- Bachelor in Engineering - Computer Science - Birla Institute of Technology, Mesra, Ranchi, India (2013 -2017)

## CERTIFICATIONS

- Google skillshop certifications for video ads (2017)
- After effects cc: complete advanced course by Udemy (2017)
- Illustrator cc: complete course by Udemy (2017)
- Amazon sponsored brand video ads certification (2019)

## SKILLSET

- Motion graphics
- 2D / 3D animation
- Graphics design
- Branding & identity
- Visual design
- Illustration
- UI / UX
- Digital media design
- Video production
- Print media

## TOOLS

- Photoshop
- Illustrator
- After Effects
- Premiere Pro
- InDesign
- XD
- Figma
- Blender
- HTML/CSS
- JSON

## EXPERIENCE & ACCOMPLISHMENTS

### ○ Sr. Creative Designer @ OkCredit (June 2019 - present)

- Oversaw the creative creation process end-to-end, from 1 million to 10 million to ~50 million app downloads in ~ three years for organic and inorganic channels.
- Increased the app installs conversion by ~4 - 6% on the Google playstore through a series of optimization around storefront listing creatives only.
- Formed and led a team of 3-6 designers dedicated to designing for marketing campaigns.
- Oversaw the creation of the official brand guide for PR and marketing.
- Handled partnerships with external agencies for brand films, PR activities, and influencer marketing.
- Played a crucial role in devising solid creative strategies for high-budget paid campaigns and sponsorships.
- Worked closely with top executives, CEO, VP of growth & marketing, and product managers to provide high-impact design solutions around various scenarios.

### ○ Creative Associate @ Kubric.io (May 2018 - June 2019)

- Part of the creative team dedicated to delivering video ads and statics to e-commerce client companies, including Amazon India, Swiggy, and Myntra.
- Oversaw the creation of personalized ads on a large scale (over 15K) for Amazon prime day campaigns.
- Worked closely with product managers and the development team to bring insightful improvements.
- Handled end-to-end creation process and ensured seamless collaboration and communication with team members and clients.

### ○ Junior Designer @ Local Design Agency (May 2017 - May 2018)

- Worked on web designs for multiple global clients.
- Handled motion graphics-based and illustration-based projects.
- Worked on assets pre-processing and management, ensuring meeting clients' expectations and tight deadlines.