

KUNAL KISHORE

Senior Creative Designer

Contact

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Skills

● Functions:

- Advertisement Design
- Creative Production
- Ideation & Direction
- Motion Graphics Design
- 2D Animation
- Storyboarding
- Copywriting
- Graphic Designing
- Print Media Designing
- Brand Intro and Outros
- Video & Banner Ads
- TVC/DVC Production

● Tools:

- Adobe Creative Suite
majorly Photoshop, Illustrator,
After Effects, Premiere Pro
- Other Adobe Suite Apps
- Media Encoder and Codecs

● Language Familiarity:

- HTML
- CSS
- JSON
- JavaScript (ES6)

Certifications

- Google SkillShop Certification
for Video Ads
- After effects CC: Complete
advanced course by Udemy
- Illustrator CC: Complete
course by Udemy
- The Complete JavaScript
Course by Udemy

Work Experience

● Sr. Creative Designer | OkCredit (June 2019 - present | 3 years 6 months)

Working closely with *the product growth & marketing pod* with key responsibilities, including-

- End-to-end creative collaterals strategies planning, creation, optimization, and execution.
- Creative advertisement design & experiments (videos & statics - all vertical for content, performance, & brand marketing.)
- Setting up Creative Automation while scaling up.
- Optimizing and setting up play and app store listing creatives and carrying out SEO experiments.
- Creative collaterals to help in the process of finding the product positioning in the early stage and later while scaling up.
- Leading the creative team for performance marketing.

● Creative Associate | Kubric.io (May 2018 - June 2019 | 1 years 2 months)

Worked with *the product team & operational team* with key responsibilities, including-

- Creative designing (including video & banner ads) for prominent E-commerce clients Myntra, Swiggy, & Blinkit.
- Personalized creative creation.
- Creative team operational ownership for timely deliveries.
- Regular collaboration with the tech team to bring insights to improve the product and enhance creative automation aspects.

● UI Designer | Open Projects (April 2017 - May 2018 | 1 years 1 months)

Worked on *multiple open and freelance projects* for global brands with key responsibilities, including-

- UI designs and elementary-level development for global clients.
- Web development projects
- Design and animation-related projects.
- Project related to assets pre-processing and management.

Education

● Bachelors in Engineering | Birla Institute of Technology, Mesra, Ranchi, India.

2013 -2017 | B.E. in Computer Science - 6.67/10

● CLASS XII | Jawahar Navodaya Vidyalaya, Assam, India.

2011 - 2012 | CBSE BOARD - 89.2%

● CLASS X | Jawahar Navodaya Vidyalaya, Assam, India.

2009 - 2010 | CBSE BOARD - 9.2/10

Misc.

- Medical portal & management system - UG Project,
- UI for android app for plagiarism finder and daily routine maker,
- Web design for e-commerce and a local advertising firm,
- Regional gold medalist in Maths Olympiad(2007),
- College Network Administrator(2015),
- Sponsorship & Advertisement Head for College Annual Tech-Fest.