

KUNAL KISHORE

Sr. Creative Designer

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Skills

● Functions:

- Creative Strategy
- Concept Ideation & Direction
- Branding & Identity
- Advertisement Design
- Creative Production
- UI/UX Design
- Motion Graphics Design
- 2D Animation
- Motion Graphics Design
- Print Media Designing
- Video & Banner Ads
- TV Commercial
- Corporate Identity

● Tools:

Adobe Creative Cloud Suite:

- Adobe Photoshop,
- Adobe Illustrator,
- Adobe After Effects,
- Adobe Premiere Pro,
- Adobe InDesign,
- Adobe XD,
- Other Adobe Apps
- Adobe Media Encoder

3D :

- Blender

Other:

- Lottie Animation
- Canva

● Language Familiarity:

- HTML
- CSS
- JSON
- JavaScript (ES6)

Experience

● Sr. Creative Designer | OkCredit (June 2019 - present)

Reporting to the VP of growth with key responsibilities, including:

- Delivering high-impact design solutions and devising creative strategies for marketing and advertising campaigns.
- Creating and optimizing various advertisement designs and experiments, including videos and statics for content, performance, and brand marketing.
- Led the creative team for performance marketing and handled content for social media marketing and influencer marketing.
- With a working understanding of user-centered design principles, delivered UI designs for web and mobile.
- Optimized play and app store listing creatives and conducted SEO experiments to improve visibility and engagement.
- Developed creative collaterals to support product positioning during early stages and scaling.
- Created compelling visual storytelling in the digital space.
- Self-driven and staying up-to-date with the latest design trends and technologies to create high-quality designs and campaigns that drive growth and engagement.

● Creative Associate | Kubric.io (May 2018 - June 2019 | 1.2 Yrs)

- Collaborated with the product and operational teams to deliver high-quality creative designs for prominent e-commerce clients, including Myntra, Swiggy, and Blinkit, including video and banner advertisements.
- Expertise in creating personalized and scalable creative solutions.
- Oversaw the creative team's operations to ensure the timely delivery of projects.
- Worked closely with the tech team to gather insights and improve the product while enhancing creative automation.
- Demonstrated a strong understanding of branding and design principles, focusing on delivering creative solutions that meet client's needs and objectives.
- Experience in managing creative projects from concept to completion, ensuring seamless collaboration and communication with team members and clients.

● UI Designer | Local Design Agency (April 2017 - May 2018 | 1.1 Yrs)

- Delivered multiple design and development projects for global brands with a focus on UI designs and web development.
- Executed projects involving designs and animation-related tasks.
- Managed projects related to assets pre-processing and management, ensuring that all deliverables met clients' expectations.

Education & Certifications

● B.E. in Computer Science | Birla Institute of Technology, Mesra, Ranchi, India | 2013 -2017

● Google SkillShop Certification 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