



Kalyan Sagar - Visual Designer

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STATEMENT OF PURPOSE

To elevate Brands and Companies to new levels using my Marketing and Design Skill set, Strategy decision making and Communication Skills. Take up challenges and come up with solutions that are practical and convert to ROI.

WORK EXPERIENCE

Travelyaari

June 2015 — Present

Visual Designer

Travelyaari is an online Bus booking service that enables travellers to book bus tickets with ease. My role as a Visual Designer is to look after the UX experience across channels and enable Offline activities to ensure a strong Brand presence across Bengaluru, Delhi, Mumbai, Hyderabad, Chennai. Coordinating with Creative team to churn out good creatives that communicate well on Social media channels and create, organise Events that draw the eyeballs of customers.

K12 Techno Services

October 2013 — June 2015

Visual Designer/ Marketing Manager

K12 techno services is a Education company running International Schools across India under the brand name of Orchids International School. My role as a Marketing/Design Manager is to look after the Design of Collateral, Marketing initiatives like Events, Brochures, Leaflets and coming up with Creative solutions to pep up the Brand recall and in turn get the children to join the school.

I am also responsible to come up with Marketing and Design strategy to help the Brand grow and prosper.

Amore

June 2012 — October 2013

Visual Designer / Marketing Manager

I joined Amore Gourmet Gelato in Mumbai as the Design Head. I have been involved in Re-branding Amore using Print, Web and Promotional activities.

My work includes designing the Website, Marketing Collateral, Retail Graphics, Internal as well as External Branding.

Merry Men, Mumbai

November 2011 — June 2012

Creative Head/Business Development

Merry Men gave me the opportunity to grow myself as a Manager. I was involved in bringing new Business onto

the table. All my earlier experience of Advertising, Internet culminated in pitching to Clients for new Business.

Jiva Spa - Taj, Milk Mantra, Amore Gelato - Clients won during my tenure.

Mumbai

July 2010 — November 2011

Visual Designer

Having worked in an Internet firm for 4 years, I wanted to explore myself with. Sculptures and Free Design. During this period, I was working with an Interior Design firm called Dr. Art+ Design based out of Mumbai.

I worked on some sculptures for an Architect called Mr. Kamal Malik and an art Bank for ING Vysya.

Minglebox, Bangalore

December 2006 — July 2010

Visual Designer/UX

Internet started fascinating me more than advertising which offered one way communication. Here was a start-up which started off as a social networking website and later on diverted to become one of India's successful Education portal. At Minglebox I was involved from the beginning stages of product development, execution and measurement of the success. Right from collecting user feedback on product features, User Interface design, ideating on new product strategies to conducting offline events at colleges for students.

Ogilvy , Mumbai

January 2004 — June 2006

Visualiser

Joined Ogilvy Mumbai as a Junior Visualiser. The job offered me a great scope to learn the basics of Design and Advertising. More than anything, it offered me to learn Communication strategy. Worked on brands like Tata Safari, SBI, Close-up. Was primarily involved in creating Collateral and also Photo shoots.

NID

2000 — 2004

Film Production

At NID I studied Film and Video Communication and was involved in the Production from Story boarding - Set Design - Shooting - Post Production.

I had worked on 2 projects. One of Video and One on Film.

EDUCATION

Schooling

Jan 1982 — March 1994

All Saint's High School, Abids, Hyderabad

Mathematics, Economics and Commerce

June 1994 — May 1996

Little Flower Junior College, Uppal, Hyderabad

Bachelors in Psychology, Sociology and Advertising

1997 — 2000

Nizam College, Hyderabad

M.A in Cultural Studies
CIEFL, Tarnaka, Hyderaad

2000 — 2001

Post Graduate Diploma in Communication
Design
National Institute of Design

2001 — 2004

SKILL SET

Adobe Suite - Adobe Photoshoph, Adobe Illustrator. **Microsoft Office** - MS Word, Power Point Presentations

INTERESTS

Cycling, Gardening, Singing