

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 creative perspective while working with stakeholders.
- Presented and pitched creative ideas to senior team members, effectively championing the best concepts for implementation.
- Using my strong typography and design skills, I 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 e-commerce websites) for organic and paid marketing utilizing advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, Indesign, XD) and Figma to meet and exceed design objectives.
- Using Adobe Premiere Pro and After Effects produced and edited 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's 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 equipped me with the skills and knowledge to excel in the dynamic world of 3D and VFX. I gained 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.
- Acquired knowledge in web design, including HTML, CSS, JavaScript, and the fundamentals of UX/UI principles.

Awards

ONE SHOW CLUB - Young Ones Awards

Spotify AudioBooks - Reading Reimagined

1x Student Merit in the 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, photo editing, and retouching for editorial and promotional content.