

Ravijeet Doctor

Art Director | Graphic Designer

ravijeet.ca

Toronto, ON

+1 647 928 2988

doctor.ravijeet97@gmail.com

Profile

Graphic Designer turned Art Director with over four years of experience in the advertising industry. Master of pixels and manipulation, with a knack for producing big ideas as well as video editing to boot. Thrived in the fast lane by working on 180+ print and 350+ digital projects without breaking a sweat or sacrificing the quality of the work. I'm obsessed with pushing creative boundaries and I'm allergic to monotony. I'll be pumping iron outside the studio because a fit body nourishes a fit mind. I'm hoping to bring my unique blend of creativity, hustle, and muscle to a team that appreciates imagination as much as I do.

Experience

Freelance / Graphic Design

March 2020 - PRESENT

- Collaborated with clients to understand design requirements and ensure client satisfaction.
- Executed diverse design projects, including logos, branding, marketing collateral, web graphics, and print materials.
- Provided valuable design recommendations based on target audience and project goals.
- Conducted market research to stay updated on industry best practices and emerging social media trends, providing actionable recommendations.
- Ensured meticulous attention to detail in all creative outputs, adhering to brand guidelines and quality standards.

Gemius Design Studio / Graphic Designer

March 2021 - JULY 2022, Surat, India

- Collaborated with cross-functional teams to interpret creative briefs and deliver on-brand social media assets targeting diverse audiences.
- Developed and executed creative concepts for multi-channel marketing campaigns, including paid and organic social media strategies.
- Actively participated in brainstorming sessions, offering a confident creative point of view while working with both internal and external stakeholders.
- Presented and pitched creative ideas to senior team members, effectively championing the best concepts for implementation.
- Conceptualized and executed a comprehensive suite of visual assets including logos, branding materials, brochures, emailers and full-scale advertising campaigns, utilizing advanced

proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD) to meet and exceed design objectives.

- Leveraged expertise in Adobe Premiere Pro and Adobe After Effects to produce and edit visually engaging videos and motion graphics, substantially elevating the quality and impact of social media content.

SSM InfoTech Solutions Pvt. Ltd. / Graphic Designer & Video Editor

May 2019 - March 2021, Surat, India

- Redesigned and optimized the company's website, enhancing user experience and contributing to a 20% increase in site engagement.
- Modernized and standardized corporate presentations in alignment with newly implemented brand guidelines, thereby ensuring brand consistency across all external communications.
- Strategically planned, designed, and launched multi-channel email marketing and social media campaigns, achieving a 15% increase in customer engagement metrics.
- Collaborated intensively with software developers and senior executives to acquire in-depth product knowledge, enabling the production of compelling infographic pitch decks that facilitated increased stakeholder buy-in.
- Conducted comprehensive performance analysis of marketing campaigns, utilizing data-driven insights to iteratively refine and develop new creative assets.
- 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 / 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.

Awards

ONE SHOW CLUB YOUNG ONES Awards

Spotify AudioBooks - Reading Reimagined

1x Student Merit in 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.
- **Communication:** Exceptional verbal and written communication skills, capable of presenting ideas and concepts effectively to clients and teams.
- **Team Collaboration:** Skilled at working cross-functionally with copywriters, marketers, and developers to achieve a cohesive vision.
- **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.
- **Advanced Proficiency in Adobe Creative Suite:** Skilled in Adobe Photoshop, Illustrator, InDesign, and After Effects for comprehensive design solutions.
- **Typography and Layout:** Expert understanding of typefaces, line height, tracking, and more for print and digital media.
- **Web Development:** Working knowledge of HTML, CSS, and JavaScript to collaborate effectively with development teams and understand web constraints.
- **Photography:** Proficiency in storyboarding, staging, and photo editing and retouching for editorial and promotional content.