

ROHIT RAMESH

GRAPHIC & INTERACTION DESIGNER



Phone : +971-54-424-5866 (UAE) +91-95660-88720 (INDIA)

Home: AE 51, 1st Street, 10th Main Road, Anna Nagar, Chennai 600 040, INDIA

Email : hello@rohitramesh.com **Website :** rohitramesh.com

PROFILE

With over 4 years of experience working for several niche and SME clients, I can be a valuable asset to your company by offering custom, high-end design services both in digital and print media. My key domains of expertise lie within Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Principles, paper and pencil works.

SKILLS

Design Software's:

Adobe Photoshop, InDesign, Dreamweaver, Illustrator, Lightroom, Audition, Premiere Pro, Acrobat, Corel Draw and Microsoft Office Suite

Web-based Application:

Social Media Management, SEO, Google AdWords, Wordpress, HTML 5 and Squarespace

Printing:

- Hands on experience in digital and offset printing for print collaterals like business card, brochure, flyer, posters etc.
- Knowledge in large format printing for hoardings, banners, info-graphic design, and pop-up display stands.

Photography:

Extensive experience in shooting Fashion, Food, Industrial, Product and Portraiture.

Project Management:

- Presentation of new ideas
- Creating mood boards for art direction
- Prepare mock ups for clients perusal
- Prepare proposal for clients

EDUCATION

GRADUATE IN

B. Sc VISUAL COMMUNICATION

JUNE 2011 - APRIL 2014

Loyola College, Chennai, INDIA

Major : Graphic Design and Communication

EXPERIENCE

PARTNER, ART DIRECTOR & GRAPHIC DESIGNER | April 2015 - Present **Downtown Madras, Chennai, INDIA**

A media firm which provide branding, web design, video production and digital marketing solutions.

- Lead in the design, development and implementation of the graphic, layout, and production communication materials while helping clients cut their costs by an average of 20%.
- Managing and coordinating in the execution of marketing materials like signage, print collaterals, banner, and hoardings.
- Supervise the assessment of all graphic materials in order to ensure the quality and accuracy in the design.
- Produces high-quality portraits in Industrial, Food and Fashion portfolios, and monitored the quality of studio photography.
- UI/UX design for mobile application development projects.

Freelance Graphic and Web designer | Sept 2012 - June 2015 **New Hi-Tech Group, Chennai, INDIA**

A multifaceted construction enterprise aiming to re-design commercial project.

- Developed numerous marketing materials (re-branding, logos, brochures, newsletters, infographics, presentations, and advertisements)
- Designed and developed new website in WordPress platform.
- Created mood boards and art direction presentation to explain the architect on behalf of the client.

Photographer Assistant - Intern | Nov 2013- Nov 2014 **G. Venket Ram Photography, Chennai, INDIA**

Mr.Venket Ram, a ace photographer in South India's advertising circle, film industry and publishing houses.

- Maintaining equipment like Camera, Lights, and Studio accessories.
- Responsible for controlling focus, lighting, and gray balance in the studio.
- Responsible for managing the stylist, art direction department and model/talent coordination.
- Completed the rough edits to narrow the image selection down prior to post production.

ROHIT RAMESH

GRAPHIC & INTERACTION DESIGNER



Phone : +971-54-424-5866 (UAE) +91-95660-88720 (INDIA)

Home: AE 51, 1st Street, 10th Main Road, Anna Nagar, Chennai 600 040, INDIA

Email : hello@rohitramesh.com **Website :** rohitramesh.com

KEY PROJECTS AND CLIENTELE SERVICED

CONSULTING

OPTIMUS MANAGEMENT CONSULTANTS

Optimus Management Consultants is a boutique management consulting firm with three verticals namely training, content writing and coaching and advisory backed by a team with over a decade's experience in the field.

Scope of Work: Branding, Website Design, Corporate Identity, Social Media Management, Print Collaterals

More Here : <http://rohitramesh.com/portfolio/optimus/>



FOOD AND BEVERAGE

LIMON BROCHITA

Limon is a new age fast food restaurant in OMR, Chennai, INDIA who specializes in skewed food and beverages.

Scope of Work: Branding, Art Direction, Packaging, Print Collaterals, Signage, Interior photography

More Here : <https://goo.gl/Y1AWvg>



INFINITO

Commissioned by Studio No.1, an advertising agency in Chennai to build the branding, packaging, art direction for a resto bar called infinito in Madurai, INDIA.

Scope of Work: Branding, Print Collaterals, Packaging, Art Direction

More Here : <http://rohitramesh.com/portfolio/infito/>



DESSERT THEATRE

Dessert Theatre is a concept branding project designed presented at Loyola College, Chennai, INDIA for the course in B.Sc Visual Communication. Dessert Theatre is a gourmet ice cream brand with also serves other dessert varieties and beverages.

Scope of Work: Branding and Identity, Packaging, Signage, Print Collaterals

More Here : <http://rohitramesh.com/portfolio/dessert-theatre/>



AUTOMOBILE

SHUTTLEZ

Shuttle Cars India, a private limited company that sells electric buggies and cars, wanted to re-brand themselves into a younger, vibrant and environment conscious brand "Shuttlez".

Scope of Work: Branding and Corporate Identity, ATL and BTL Collateral, Revamping the existing brand, Product Photography

More Here : <http://rohitramesh.com/portfolio/shuttlez-book/>



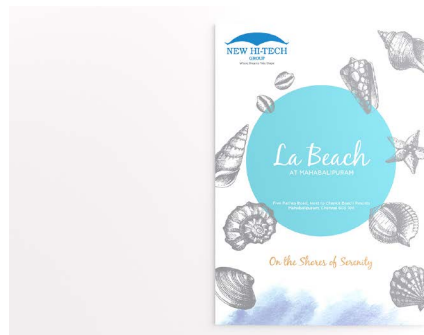
REAL ESTATE AND CONSTRUCTION

LA BEACH

La Beach is a villa community project being developed by New Hi Tech Group in Mahabalipuram. The property has a stunning view of the sea, nestled on the shores of Mahabalipuram, INDIA.

Scope of Work: Branding and Identity, Print Collaterals, Mood boards for architect

More Here : <http://rohitramesh.com/portfolio/labeach/>

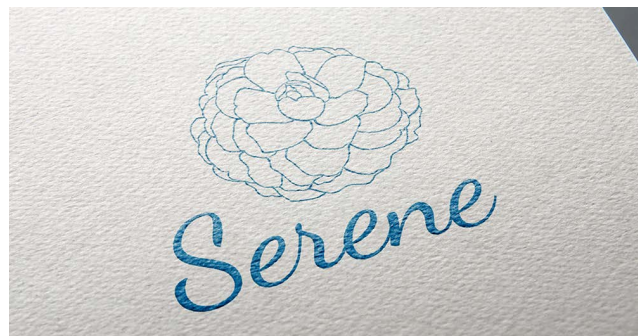


SERENE

Serene is a luxury villa project by Raahath Builders along the East Coast Road in Chennai, INDIA.

Scope of Work: Branding and Identity, Print Collaterals, Outdoor advertising design

More Here : <http://rohitramesh.com/portfolio/serene-brochure/>



PRODUCT / BRAND

WOODLEY

Woodley is a flooring solutions business based in London. They handle a variety of designer flooring options, offering their clients the best of European woods.

Scope of Work: Branding and Corporate Identity

More Here : <http://rohitramesh.com/portfolio/woodley/>



AUTONODE

Autonode is an e-commerce store and showroom deals with professional home and automobile audio equipment.

Scope of Work: Print Collaterals

More Here : <http://rohitramesh.com/portfolio/autonode/>



SPECIAL EVENTS

BADMINTON PREMIER LEAGUE 2015

BPL 2015 is a Badminton league conducted by Prestige Forum Group in Chennai, INDIA. Various teams in and around South India Participated in the league.

Scope of Work: Monogram, Branding and Identity

More Here : <http://rohitramesh.com/portfolio/badminton-premiere-league-2015/>



MOBILE APPLICATION

SKOPE AUGMENTED REALITY MOBILE APP

Skope is a 3D interactive and Augmented Reality enabled prototype mobile application, which help real estate clients to market their products very effective and interactive.

Scope of Work: Application Concept, UI/UX design

More Here : <https://goo.gl/eUjCzI>

