Kalpit Bothra

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Experience

JANUARY 2021 - JUNE 2022

Senior Art Director Livingroom Communications

INTEGRATED CAMPAIGN CONCEPTS, PITCH DECKS AND PRESENTATIONS
BRAND DEVELOPMENT, WEBSITE AND UI DESIGN, PHOTOGRAPHY
MOTION GRAPHICS, DIGITAL AND SOCIAL MEDIA DESIGN

APRIL 2013 - JANUARY 2021

Head of Design & Advertising Itan Jewels Dubai

BRAND DEVELOPMENT, WEBSITE AND UI DESIGN, PHOTOGRAPHY
INTEGRATED CAMPAIGNS FROM CONCEPT TO DELIVERY
MOTION GRAPHICS, DIGITAL DESIGN, ECOMMERCE, VIDEO EDITING
EXHIBITION MANAGEMENT, MERCHANDISE/DISPLAY PRODUCTION

JANUARY 2011 - MARCH 2013

Senior Graphic & Digital Designer Insignia Worldwide
Graphic & Digital Designer (until December 2011)

DIGITAL DESIGN, BRAND GUIDELINES, ART DIRECTION, BROCHURE DESIGN
LOGO DESIGN, COLLATERAL DESIGN, PRESENTATION DESIGN, PHOTOGRAPHY
PRINT ARTWORKING, TEAM MANAGEMENT, DIGITAL PUBLISHING TOOLS

Education

SEPT 2005 - MAY 2009

BFA in Visual Communication - Graphic Design
The American University in Dubai

APRIL 1998 - MARCH 2005

ICSE / ISC Board in Commerce
GEMS Modern Academy (previously The Modern High School)

HOW I WORK

Adobe Illustrator	Brand Development	Concept
Adobe Photoshop	Product Photography	Strategy
Adobe Indesign	Video Editing	Practicality
Adobe After Effects	Motion Graphics	Communication
Adobe XD	UI/UX Design	Feasibility

Skill Level

UI/DIGITAL DESIGN   ART DIRECTION
BRANDING   PHOTOGRAPHY
MOTION GRAPHICS   PRODUCTION
TYPOGRAPHY   ECOMMERCE