

# ARCHIT GULATI

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## Personal Particulars:

Date of Birth: 07-06-1993 | Nationality: Indian | Gender: Male

Passport Number: Z8128344

Permanent / Present Address: Block , E- House number 81 sector 27 noida 201301

## CAREER SNAPSHOT

Innovative and results-driven Multimedia Designer with 8+ years of experience in graphic design, visual editing, branding, and digital storytelling. Adept at translating complex ideas into compelling visual narratives, seamlessly integrating artistic vision with technical proficiency to enhance brand engagement and user experience. Expert in Adobe Creative Suite, UI/UX design, 2D/3D animation, and digital marketing, with a strong aptitude for conceptualising and executing impactful design strategies across print, web, and social media platforms. Skilled in developing marketing collateral, infographics, and corporate presentations, ensuring brand consistency and high audience engagement. Proven ability to collaborate with global clients and cross-functional teams, aligning creative initiatives with business objectives and industry trends. Strong background in strategic planning, project management, and team leadership, driving efficiency, innovation, and high-quality deliverables within fast-paced environments. Detail-oriented, forward-thinking professional dedicated to crafting visually compelling content that enhances brand identity, drives engagement and elevates digital presence.

## CORE COMPETENCIES

Multimedia Design | Image & Video Editing | Branding Management | Quality Assurance | Web & Animation | Visual Editing | Concept Design Strategies | Strategic Planning & Analysis | Team Management | Graphic Design Management | User Acquisition & User Retention | Stakeholder Management | Marketing Design | Project Management | Customer Relationship Management

## TECHNICAL SKILLS

Adobe Photoshop | Adobe XD | 3DS Max | Adobe InDesign | Adobe Premiere | Affinity Designer | Canva | Sketch | WordPress | Animated Short videos | Visualizer | Digital Marketing Campaign Designing | PowerPoint Presentations | Infographic Design | Data Visualization | Adobe After Effects | Final Cut Pro |

## WORK EXPERIENCE

### Nokia Networks, India

July 2021 – Present

#### Visualisation Specialist

- Acted as a brand ambassador and a key member of the Employer Social Media Branding team, representing Nokia's voice.
- Collaborated with Corporate Communications to create engaging content for Instagram.
- Managed stakeholder relationships and communicated with global clients, as well as internal teams like Marketing, HR, IT, Legal, and Employee Engagement.
- Gathered requirements, conceptualized ideas, and oversaw the execution and archival of projects.
- Delegated tasks to creative designers and managed project timelines to ensure efficient use of resources.
- Developed processes and conducted quality checks to maintain high standards for all deliverables.
- Gained hands-on experience in designing marketing materials, infographics, and presentations using advanced creative software.
- Created and maintained brand assets and templates for internal and external use.
- Organized internal team events, promotions, and branding initiatives.
- Managed and optimized digital content across LinkedIn, Twitter, and Instagram, ensuring timely and strategic engagement in collaboration with the content team.
- Designed standardized templates for both internal and external use, ensuring consistent brand messaging across platforms.

**KPMG Global Services, India****Dec 2020 – June 2021****Senior Analyst**

- Developed visually engaging marketing and client-facing materials, including brochures, case studies, posters, and digital ads, ensuring adherence to KPMG's global brand guidelines
- Designed high-impact PowerPoint presentations, white papers, and datasheets for global clients, enhancing clarity and visual appeal
- Transformed complex data into clear and compelling infographics and visualisations, improving client understanding of key insights
- Established and maintained design templates for internal teams, streamlining the production of client-facing documents
- Collaborated with business units to gather project requirements and translate them into effective visual solutions
- Delivered high-quality marketing materials under tight deadlines, prioritising multiple projects efficiently

**Idemia (Morpho), India****July 2016 – Jan 2020****Graphic Designer**

- Led the company's branding efforts by creating and maintaining visual assets that adhered to corporate guidelines
- Designed marketing collateral to support product launches and global campaigns, including brochures, advertisements, and infographics
- Conceptualized and crafted presentation decks for customer meetings, ensuring they were visually compelling and informative
- Produced digital assets for online advertising, social media campaigns, and corporate websites, enhancing brand visibility and engagement
- Liaised with external vendors to oversee the printing and production of large-format marketing materials, ensuring quality and timely delivery
- Developed promotional materials tailored for global markets, aligning messaging with local preferences and business goals
- Managed and updated presentation templates for internal use, optimising workflow for the global marketing team

**Moonshine E Services Pvt Limited (Printvenue), India****Dec 2014 – Sep 2015****Graphic Designer**

- Designed email campaigns, landing pages, and web banners to drive customer engagement and marketing effectiveness
- Created UI wireframes for new product features, ensuring an intuitive and user-friendly experience
- Developed visually appealing social media assets to boost brand awareness, including banners, ads, and promotional content
- Contributed to marketing strategy sessions, brainstorming innovative design solutions for new product launches
- Executed digital marketing campaigns with compelling visuals that enhanced customer attraction and conversion rates
- Crafted product presentations for the sales team, effectively communicating product features and benefits through visuals

**Universal Solutions, India****Sep 2013 – Oct 2014****Junior Interior Designer**

- Supported the development of interior layouts and visual presentations for client proposals and project bids
- Drafted design drawings, 3D visualisations, and technical specifications for interior projects
- Consulted with clients to understand their preferences and deliver tailored design solutions
- Assisted senior designers in selecting materials, finishes, and colour schemes to create cohesive design concepts
- Coordinated with contractors and vendors to ensure timely procurement of materials and adherence to approved design specifications

## EDUCATION

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- Bachelor of Science in Animation from Mahatma Gandhi University, Shillong, India | Graduated: 2014

## CERTIFICATIONS

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- Certified Digital Marketing Associate – Demonstrated expertise in executing high-impact digital strategies to enhance brand presence and engagement
  - Lean Six Sigma Green Belt Certified – Proven ability to optimise processes, drive efficiency, and implement data-driven improvements for operational excellence
  - Adobe Certified Associate – Advanced proficiency in Adobe Creative Suite, leveraging cutting-edge design techniques to craft compelling visual narratives
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