



Deepraj Dutta

Designer/Illustrator_

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Skills

Disciplines

Graphic Design, Illustration, Branding, Sketching, UI & Website Design, Package Design, 2D Animation, Logo, Print, Typography, Communications.

Tools

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Cinema 4d, Paint SAI tool, GarageBand.

Programming

HTML, CSS, C, C++, Blue J, Core JAVA, SQL, DBMS, Networking, WordPress.

Recognitions

Achieved second position in national drawing competition organized by Ministry of Information and Broadcasting (Govt. of India) in 2003.

Certified Grade 'A' level Artist by Bharatiya Art Educational Society, Mumbai (2003).

Education

Ravenshaw University , Cuttack

May 2012 - May 2015

Graduated with a Bachelore's Degree in Computer Science (Hons.) with First Class (Distinction)

Experience

Odessa Inc. as Senior Graphic Designer

March 2018 - Present

Working closely with the VP, Marketing to strategize ways and conceptualize ideas to advertise our platform and services. Further as the only designer, leading all branding, design and UI projects, from conception to delivery, communicate and facilitate art direction, ideate the format of design deliverables and produce necessary communications pieces in both print and digital environments for consumers.

Current projects include company rebranding, corporate website design and development, establish a style guide to be followed across all functions.

Ather Energy as Communications Designer.

August 2017- March 2018

Brainstormed and crafted multi-platform (web and digital) graphics for various branding projects. Contributed ideas for the corporate website and mobile application designs. Ideated and designed the interiors for the product experience centre. Conceptualized the style for illustration based projects.

Partnered with cross-functional teams to oversee and design the hiring experience for the employees and vendors as an employer branding exercise.

abof.com as Graphic Designer.

July 2016- July 2017

Collaborated with the associate designers and managed a wide variety of cross-platform projects involving branding, promotions, and prints. Created designs for website banners, emailers, social media and other marketing collaterals. Partnered with the styling team to design the launch of Skult by Shahid Kapoor on the corporate website and social media.

ajio.com (Reliance Retail Ltd.) as Creative Designer.

September 2015- June 2016

Worked with the pilot team to design and develop the E-Commerce website. Ideated and designed website banners, social media creatives, emailers and other promotional gears. Contributed design ideas to the launch and initial branding projects.

Projects

Colour Taxi - An initiative to promote "Creativism" and the idea that weird is the beginning of awesome. The mission is to save the world from making terrible design choices.

Visit - www.colourtaxi.com for more details.

AKH BAR- An interactive platform for the creative youth. It inspired aspiring writers, designers and photographer to feature and promote their work through a well designed magazine.

Visit - www.issuu.com/akhbarthemagazine