

PRITIKA SARKAR

To view my work, please visit my website www.psgraphic.design/portfolio

GRAPHIC DESIGNER

A professional with over 8 years of experience in the field. Proficient in creating visually appealing, on brand and structured layouts. Experienced in art direction for film, print and digital, inclusive of static and animation, for branding, advertising, social media, mobile applications and websites. Professional experience working in fast paced environments individually and in a team, coming up with design concepts and contributing to conceptualization. Strong work ethic along with dedication and passion for my work. Exposed to a plethora of cultures and people from varied walks of life, having lived in the Middle East for most of my life.

PROFESSIONAL EXPERIENCE

Graphic Designer

June 2019 - Present

Hala

Joint venture between Dubai's Roads & Transport Authority and Careem (wholly owned by Uber)
An e-hailing service spanning across Dubai and Ras Al Khaimah Emirates.

Since inception, my responsibilities include all aspects of Graphic Design for the brand, customers and taxi drivers. Some of my key achievements include:

- Creating assets for all online and offline channels for the company, drivers and employees.
- Creating a customised structured assets filing system, which included a briefing template, brand elements, merchandise, stationery etc. for the team to speed up the working process and maintain organisation.
- Implementing creative templates to improve workflow efficiency and maintain consistency across all online and offline channels.
- Conceptualising the design of the key visual for the Brand Launch, leading all adaptations and managing stakeholders to deliver seven sets of out of home (OOH) assets and three sets of digital assets within two weeks, allowing Hala to launch their brand within a short timeline.
- Designing the Hala car wrap printed on over 500 Dubai taxis and Ras Al Khaimah taxis, along with the Dubai tram and Dubai metro wrap.
- Leading, conceptualising, art directing, storyboarding, editing during post production and audio mixing for a number of campaigns. These spanned across all channels.
- Optimising design structure, style and formats based on weekly and monthly performance reviews of online creatives to get higher viewership, followers and overall click through rate. This includes A/B testing creatives.
- Creating, maintaining and safeguarding brand guidelines to ensure consistency.
- Enhancing the brand identity by exploring and implementing elements like patterns, icons, complementary colour schemes and graphic motifs.
- As the Brand team was small initially, responsible for efficiently managing timelines and receiving briefs from various departments and stakeholders, requiring appropriate designation and allocation of time to ensure deliverables were completed when due.
- Additionally supported the Careem team with leading the design of their online assets for the Careem Plus Launch

Owner and Graphic Designer

August 2014 - Present

Pritika Sarkar FZ LLC

An entrepreneurial venture founded and established with the objective of resolving creative solutions for corporates and individuals. Some services provided include social media creatives, brochures, print and digital static advertisements, YouTube bumper video advertisements, roll up banners, business cards and overall branding.

Through this venture I have met the specific creative needs of medium and large corporates which involves the following:

- Market, bid and pitch for creative deals resulting in successful negotiation of deals with clients.
- Develop and manage account relationships through successful execution of time-bound deals as per requirements and ensuring repeat business from satisfied clients.
- Conceptualise and execute multiple variety of concepts for both print and digital media based on the creative briefs agreed with the clients as per their requirements.

For a list of major clients, see Annex A.

Junior Designer

September 2018 - February 2019

Dubizzle/OLX

- Conceptualised and implemented a variety of concepts for predominantly digital media for Country teams (UAE, MENA (Middle East & North Africa), Indonesia, South Africa and Pakistan) in Dubizzle Motors and Property, Wecashanycar, Masterkey and OLX.
- Adapted deliverables to various requirements. Examples are Facebook promoted posts and Carousels, Google Display Network advertisements, YouTube Bumpers and Universal App campaigns.
- Conceptualised and created adaptations of static creatives which were later animated for YouTube Bumpers using Adobe After Effects as well as HTML5 Banners using Google Web Designer.
- Created Smartly templates on the platform for various countries.

More information on my previous work experience can be provided upon request.

E D U C A T I O N A N D S K I L L S E T

Cinema 4D

School of Motion
October 2021 - November 2021

Character Animation Bootcamp

School of Motion
July 2020 - September 2020

Animation Bootcamp

School of Motion
April 2020 - June 2020

Graphic Design Ideologies, Theory and Applications

SAE, Dubai, UAE
July 2013 - August 2013

BSc Communication and Media Studies

Brunel University, London, UK
2010 - 2013

Proficient in:

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe InDesign
Adobe Media Encoder
Cinema 4D
Wix.com
Google Workspace

References can be provided upon request.

Annex A

Major clients

- Balcony 8
- BetterHomes
- Cavalli Club, Dubai
- Del Monte Fresh Foods
- Emirates Green Building Council
- Hyatt Regency
- MPN
- Meraas
- Memac Ogilvy
- OMD (Omnicom Media Group)
- Siemens
- The Marriott
- Weber Shandwick
- Wunderman MENA (See client list below*)

*Wunderman MENA

- Ford
- Jotun
- Mashreq Bank
- Microsoft
- Wendy's
- Al Tayer Group (F&B and Fashion)
- Nestle Dolce Gusto
- Dubai Properties
- Department of Tourism and Commerce Marketing
- Dubai Chambers of Commerce
- Unilever