# Sachin Gopikuttan

Multidisciplinary Designer

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## SUMMARY

A versatile professional skilled in graphic design, brand design, concept art, styling, and various other crafts. With experience of 8 years in print and digital design, publication layout, UI design, photography, and illustration, I bring a diverse skill set to the table. I thrive on exploring new avenues, pushing boundaries, and embracing experimentation.

## AREA OF EXPERTISE

Visual Design & Story Telling · Typography · UI/UX · Layout Designs · 3D Design · Print Ads · Photography · Branding · Infographic Design · Business PPT Designs

## WORK EXPERIENCE

### Omnicom Media Group
**Designer Integrated**    From 12/2022

Omnicom is a distinguished member of the top 5 media agencies globally, recognized for delivering top-tier talent, innovative creativity, and cutting-edge digital solutions across integrated marketing services for over 200 renowned brands worldwide.

- Worked under Omnicom parter agency **Annalect** for Integrated creatives services for various projects like typography, attractive layout, digital, print designs and marketing materials for Internal and external projects.

- Associated with **Ketchum**, an Omnicom partner agency known as a global public relations firm, providing marketing, branding, and corporate communications services across corporate, healthcare, food and beverage, and technology sectors.

- Collaborated with significant clients of Ketchum such as **Mastercard, Pfizer, Lays, NFL and Cargill**. Within these partnerships, I contributed to various projects including the creation of business presentations, development of business proposals, crafting case studies, designing social media creatives, producing posters, photo edits and crafting brochures.

### Rapyder Cloud Solutions
**Graphic Designer**    From 06/2021 - 11/2022

Rapyder is a leading global cloud consulting partner specializing in Cloud Computing Solutions, Big Data, Marketing & E-Commerce, DevOps, and Managed Services. Engaged in collaborations with AWS, Microsoft Azure, Hashicorp, and F5.

- Given Rapyder's B2B focus, I took an active role in crafting and enhancing visual communication deliverables, including the creation of **Business powerpoint presentations**, development of comprehensive **business proposals,** production of insightful **case studies, infographics**, preparation of detailed **business reports** and the **tech Architectures**.

- Crafting visual designs and layouts for marketing materials, encompassing a range of deliverables like social media creatives, newsletters, brochures, exhibition visuals, thumbnails, posters, business cards, banners, and additional assets.

- Collaborating closely with team members to manage various aspects of marketing, visual communication deliverables, web design, printing, and other related tasks. Involved in creating preliminary drafts and presenting conceptual ideas to facilitate the creative process.

### Salesgush Private Limited
**Design Executive**    From 08/2019 -02/2021

Salesgush Private Limited specializes in offering enterprise technology solutions aimed at streamlining operations. Their services encompass business solutions such as **SAP** and **Salesforce** Services, tailored to enhance and complement various business

- As part of a B2B firm, my responsibility involved crafting various business-related deliverables, including presentations, proposals, case studies, and marketing materials. Additionally, specialize in determining optimal methods for visually illustrating and communicating these deliverables. This involved working on communication materials such as websites, logos, signage, books, brochures, annual reports, advertisements, and social media posts.

## SKILLS

**Adobe Creative Suite**
Photoshop, Illustrator, InDesign, After Effects, Premiere

**Autodesk**
Maya, Mudbox, Sketchbook

**UI/UX**
Figma, Adobe XD

**Coding**
HTML

**MS Office**
Word, Excel, Powerpoint, Teams, OneDrive

## STRENGTHS

**Attention to Detail**
Delivered highly accurate and consistent branding throughout all designs to enhance overall customer experience.

**Communication**
Effectively communicated with team members, external parties, and stakeholders to ensure successful project delivery.

**Creativity**
Developed highly creative and innovative designs that exceeded customers' expectations and aligned with their requirements.

## EDUCATION

**UI/UX**
Zoople Technologies
From 04/2021

**Advanced 3D Design**
Maya Academy of Advanced Cinematics (MAAC)
2015-2016

**Digital Visual Media**
Image Institute of Multimedia and Arts (icat)
2012-2014

## INTERESTS

📷 Photography   ☕ Cooking   ⛰️ Trekking   🎮 Driving   🏕️ Outdoor Activities   🐾 Pets   🎞️ Movies   ✦ Star Watching

## FREELANCE PROJECTS

### Limecall
- Designed graphics and layouts for blog thumbnails, social media creatives, illustrations, icons, and infographics.

### Safeintel
- Created business presentation designs for marketing lead generation purposes.

## CERTIFICATIONS

AWS Partner Cloud Practitioner Essentials,

AWS Partner Accreditation (Technical),

AWS Partner Cloud Economics Accreditation