V I K A S H J H A

Associate Director Design | Brand Marketing

- 11+ years' experience in marketing & design for gaming & B2C apps.
- Creation of graphics & videos for UA campaigns.
- Adept at managing internal creative team & external agencies.
- Work closely with CEOs, VPs, brand managers, marketing consultants.
- Keen understanding of ads' impact on user behavior based on data.

Bangalore

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Designing Tools

Adobe Photoshop CC

Adobe Illustrator CC

Adobe Animate CC

Adobe After Effects

Adobe Premiere Pro

Autodesk Sketch Pro

Final Cut Pro

Adobe Media Encoder

Sketch

Management Tools

Jira & Confluence

Scrum & Sprint

Slack/Flock

Gmail/Hangouts

Excel/Doc/Slides

Skills

Creative Direction & Designing

Team Management

Problem Solving Design

Decision Maker

Leadership

Self Starter & Multitasking

Language

English

Hindi

Maithili

Education

ISB, Product Management Certification (Pursuing Feb2022-May2022)
Bachelor in Fine Arts (Applied Arts)
CCS University, Meerut
2006-2010

Hobbies

Paragliding
Cricket
Painting
Travelling
Music
Cooking

Experince

» **Associate Director Design | Brand Marketing-** 2022- Present

Senior Design Manager | Performance Marketing & User Acquisition

MPL (Mobile Premier League) | Bangalore | 2020 - Present.

Indias biggest real money fantasy cricket & gaming app startup with over $150m funding.

- Creating game, cards & fantasy advertisement creatives for social media campaign, DCO campaign, display ads, in-app advertisments & other OTT & TVCs campaign.
- Manage a team of 20+ artists such as graphic designer, motion designer, art director by delegating tasks, providing direction, mentoring and ensuring that assets are delivered on time & at the highest quality.
- Create ad sets, art assets, guidelines and help define and maintain art style. Perfect understanding of composition, color, value and form as it relates to both classic art for and gameplay visuals.
- Provide constructive professional feedback both internally and with outsourcing partners/agencies.
- Coordinating with the brand managers, community managers, product managers, technical team, product graphic designers, web designers & UI/UX team to maintain advertisement campaign consistency across all channels.
- Excellent communication, time management and organizational skills. Running a sprint and managing tasks via jira, excel and confluence.
- Well understanding of CTR & CPI level. Regularly tracking the creative analysis data with the help of analysis team and keep improving/refreshing campaign with relevant ad sets to meet our targets for user aquisitions.

Worked on:
Poker, Rummy, Casual Games, Fantasy Cricket, Big Boss 2020 sponsership campaign, IPL 2020 cricket ground & stadium, social media ads, google ads, other channel parterns/affiliates ads campaign, IPL 2021 Campaign (Logo & team India jersey redesign works with MPL sports team & cricket ground advertisements, KKR team branding, Virat Kohli Ad Campaign for games & fantasy. MPL originals inhouse game ad campaign to acquire users.

» **Senior Content Designer | Creative Strategy & Performance Marketing**

Mech Mocha | Bangalore | 2018 - 2019.

India's biggest vernacular gaming & app platform with over $10m funding.

- Creative marketing strategy for static & video ads.
- Writing concepts, ideation, brief for marketing managers & designers.
- Acting, directing, scriptwriting, voice-over for UA videos, in-app videos, TV/radio ads.
- Managed translation of app & push notifications in 6 vernacular languages by an external agency.
- Managed social media, posts, engagements, contests etc.

Worked on:
Jetpack Joyride (500M+ downloads), Chota Bheem (5M downloads), Chaalbaaz (Real money quiz, 10M downloads), Paheli Raja (1M downloads), Hello Ludo (10M downloads), Hello Play (10M downloads).

» **Content Manager | Expressive Gif & Sticker**

Bobble Keyboard | Gurgaon | 2017 - 2018.

A third-party keyboard app for IOS & Android with over $5m funding.

- Creation of GIF & sticker for Android & IOS keyboard.
- Managed, assigned tasks for creators, freelancers with the formal approval process.
- Managed social media, posts, engagements, contests etc.
- Designing ads for marquee brands and production houses such as Dharma, Balaji, Adidas, MakeMyTrip etc for monetization.

Created:
600 + expressive GIFs & stickers.

» **Game Designer & Assets Creator | 2D Hyper Casual Games**

Upwork | Gurgaon | 2010 - 2017.

A international freelancer's site where you can find clients according to your choices & skillsets.

- Self-managed, self-starter freelance business where I have worked with over 100 international clients.
- Created over 400 mini & hyper-casual games including reskinning game & app design.
- Produced over 10 own games as an Indie game designer for iOS & Android.
- Worked on game design, asset creation, marketing, UA with promo videos, screenshots, game icons, static ads, social media pages, posts etc.
- Recognized with top-rated freelancers in the world' badge.

Worked on:
400 + 2D hyper-casual games.

» **Visualizer | Children Book Publishing**

Aptara| New Delhi| 2010 - 2010.

Aptara create content, design, capture, convert & enrich it.

- Illustrated & conceptualized ideas for covers, pages, stories on upcoming books for Oxford UK, Willey Australia, Cambridge, IELTS etc.