

Vikash Jha

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Bachelors: BFA (Applied Arts), IIFA, CCS University, Meerut (India)-2010, **Certificate:** Product Management, ISB, Hyderabad (India)-2022

Experienced Design Director, Designer & Manager with 10+ Years of experience in gaming & brand advertising. Over the past years I produced digital performance campaigns, managed creative teams, campaign creative deliverables, team allocations, communication with brand managers, product managers, copywriters, agencies & POD wise stakeholders. Worked on digital advertising campaign to acquire millions of app users and brand growth during big events such as IPL, World Cup, Big Boss and other monthly/weekly events and festivals offers.

Software Skills: Adobe Photoshop, Illustrator, Animate, Premier Pro, After Effects, Figma, Sketch.

Management Tools: Jira, Confluence, Google Excel, Doc, Slide, Slack, Gmail.

Expertise: Creative direction, Execution, Team Tasks Management, Allocation, Process Setup, Leadership & Communication.

Experience

- **Associate Director of Design, Brand Design & Advertising**, MPL (Mobile Premiere League), Bangalore, India
Jan 2022 - Present
 - Designed and directed digital static and video advertising campaign during IPL 2020/2021/2022, World Cup, Big Boss, Diwali and other monthly unique events such as Zero se Hero, Weekend Dhamaka, Great India Gaming Leagues and other festival offers for MPL Gaming App user acquisition and growth.
 - Built a strong team of 15+ creative people and handled digital social and performance advertisements, graphic designs, motion designs, copywriting, landing pages, prints, In-App banners and produced 70% of marketing ad design deliverables in-house.
 - Built processes of creative deliverables, communication channels and one common platform for getting creative's approvals and creative file deliverables for in-house & external agencies.
 - Managed time and allocate team's tasks through the daily scrum, meetings, google sheets and slides by following up with brand managers, copywriters, static designers, motion designers and the ICM team.
 - Built a strong team structure by divide people into skill wise design groups, creative vertical, set-up hierarchies and studio teams for different gaming PODs, tasks allocations, creative deliverables and managements.
 - Created design guidelines, templates, folder structure for the assets management and setup processes of excel sheet, google slide and drop box files system in the team for creative deliverables.
- **Sr. Design Manager, Brand Design & Advertising**, MPL (Mobile Premiere League), Bangalore, India
Jan 2021 - Dec 2021
- **Sr. Designer, Brand Design & Advertising**, MPL (Mobile Premiere League), Bangalore, India
Jan 2020 - Dec 2020
- **Sr. Content Designer, Brand Design & Advertising**, Mech Mocha Games, Bangalore, India
July 2019 - Dec 2019
 - Wrote user target based performance campaign briefs, ad designs, ad copies, radio jingles and acted in In-App and other social video and static advertisements.
 - Built and ideate word, quiz and puzzle gaming question and helps PMs to launch their game.
Worked and process setup for localisation of app, CMS, social media, daily push notifications and other influencer activities.
 - Built a localised user & target-based meme social media page for viral performance marketing for gaming PODs and designed posts and video content for social engagement and advertisings.
- **Content Designer, Brand Design & Advertising**, Mech Mocha Games, Bangalore, India
Sep 2018 - Jun 2019
- **Content Manager, Brand & Product**, Bobble Keyboard (AI), Gurgaon, India
Feb 2017 - Aug 2018
 - Created expressive gif animation for mobile keyboard with personalised text input.
 - Handled a program of a creative community where 100+ artists joined & shared their content, ideas, and graphics for mobile keyboards through community onboarding session.
 - Created In-App advertisements for partner channels in the vernacular medium through expressive chat gifs, stickers, stories etc.
- **Freelance Game Designer & Assets Creator**, Upwork, Gurgaon, India
May 2012 - Jan 2017
 - Worked with 100+ clients, 400+ hyper casual games and designed game graphic assets and game levels.
- **Creative Designer, Children Books & Publishing**, Henu Studio, New Delhi, India
Nov 2011 - Apr 2012
 - Illustrated, coloured & designed children's books for nursery rhymes, board games, historical books, stories.
- **Visualiser, Children Books & Publishing**, Aptara, New Delhi, India
Nov 2010 - Oct 2011
 - Illustrated, coloured & designed books artworks & covers for oxford dictionary, IELTS books & other publishers such as Wiley Australia, Cambridge UK, Harper Collins etc.