



Hello I'm Vikash Jha

Brand Design Director in Marketing

Contact

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Designing Skills

Photoshop	██████████
Illustrator	██████████
Flash/Animate	██████████
After Effects	██████████
Premier Pro	██████████
G-Webdesign	██████████
Figma	██████████

Management Skills

Jira	██████████
Confluence	██████████
G-Excel	██████████
G-Slide	██████████
G-Doc	██████████

Expertise

Creative Direction & Feedbacks
Graphics & Video Execution
Tasks & Team Management
Leadership & Communication
Team Process Setup & Allocation

Education

Bachelors: 2006-2010
BFA (Applied Arts)
IIFA, CCS University, Meerut (India)

Certification: 2022
Product Management
ISB, Hyderabad (India)

Summary

Experienced Creative Design Director & Manager with 12+ Years of experience in mobile games, applications, product graphics, brand advertising & marketing design.

Experience

- Associate Director of Design | MPL, Jan 2022 - Present**
 - Give valuable feedback to designers & copywriters on designs & deliverables to send out 90% accuracy of UA video & digital static ad campaigns based on the brief.
 - Handson on creative suits always supports & mentors designers to make the design beautiful, impactful and as per target users.
 - Build an in-house marketing design team of 20+ creative people for support on advertising campaigns and product graphics to reduce 60% of external agency's dependency.
 - Build processes of creative deliverables, communication channels & one common platform for getting creative's approvals, and file deliverables for in-house & external agencies.
 - Allocate the team tasks through scrum, sheets and slides by following up with brand managers, copywriters, static designers, motion designers and the icm team.
 - Create design guidelines, templates, and folder structure for the assets management and set-up processes of excel sheet google-slide and dropbox files system in the team for creative deliverables & feedback.
 - Build a strong team structure by dividing people into skill-wise design groups, creative verticals, set-up hierarchies and studio teams for different gaming pods, tasks allocations, creative deliverables and management.
- Sr. Design Manager | MPL, Jan 2021- Dec 2022**
- Sr. Designer | MPL, Jan 2020 - Dec 2021**
- Sr. Content Designer | Mech Mocha, July 2019 - Dec 2019**
 - Worked on target-based performance campaign briefs, ad designs, copies and radio jingles and acted by dialogues in in-app and social media ua ad campaign videos.
 - Did work and process setup for localisation of app, cms, social media, daily push notifications and regular influencer activities.
 - Built a localised user & target-based meme social media page for viral performance marketing and designed posts and video content for their engagement.
 - Worked on word, quiz, puzzle, ludo, carrom & many games with game product managers & help them in market research, competitors & user acquisitions.
- Content Designer | Mech Mocha, Sep 2018- June 2019**
- Content Manager | Bobble Keyboard, Feb 2017 - Aug 2018**
 - Created 500+ GIFs & stickers for mobile keyboard with personalised text input. Launched a program of a creative community & onboarded 100+ artists to shared their content, ideas, and graphics for expressive gifs & stickers.
 - Created in-app advertisements for partner channels in the vernacular medium through expressive chat GIFs & stickers etc
- Game Designer | Upwork (Freelance), May 2012 - Jan 2017**
 - Worked with 100+ client game publishers and created 400+ hyper casual game graphic assets, game levels, screenshots, icon etc.
- Creative Designer | Henu Studio, Nov 2011 - Apr 2012**
 - Designed & coloured children's books illustrations for nursery rhymes, board games, historical books & stories.
- Visualiser | Aptara, Nov 2010 - Oct 2011**
 - Designed international book's artworks & covers for big publishers such as oxford, ielts, wiley australia, cambridge uk, harper collins etc.