SOFTWARE

DESIGN | Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Animate, Lightroom and Firefly.

WEB | Dreamweaver, HTML5, CSS3, ActionScript, CMS - WordPress, Joomla!, MODX

OFFICE | Office 365, iWork, Workfront, Basecamp, Asana

MISC | Exposure to: JavaScript, PHP, After Effects, Final Cut, Figma, Rhino, Cinema 4D, Sketch, Maya

WORK EXPERIENCE (Selected)

DUGGAL VISUAL SOLUTIONS (BROOKLYN, NY)
SENIOR DESIGNER & WEB DEVELOPER ..... 10.18 – 8.23

• Developed creatives for 250+ brands & fortune 500 companies
• Completed an average of 250 projects a year
• Produced creatives for 25+ sales reps, agencies & custom fab

[2022: Promoted to Web Developer after 24 mo.]
• HTML5 Banner Ads & Digital Templates - renews quarterly

[2020-2022: Promoted to Senior Designer after 9 mo.]
• Developed creatives for 200+ brands & companies
• Head creative for 20+ sales reps; averaging 200 projects a year

[2018-2019: Promoted to Lead Designer after 11 mo.]
• Led team on nationwide rollout 350+ stores in under 3mo.
• Completed an average of 235 projects a year
• Supplied creatives for 15+ sales reps and outsourced vendors
• 1 of 2 non-C-Level staff to be accquired from NCG Visuals

NCG VISUALS (NEW YORK, NY)
LEAD DESIGNER & WEB MASTER .... 4.17 – 10.18

[2018: Promoted to Lead Designer & Web Master after 8 mo.]
• Wireframed & coded both company websites
• Optimized lead generation through print & digital ad campaigns
• Produced for over 75+ brands, 10+ sales reps & 175 projects

SANSITAS LIMITED (HONG KONG & NEW YORK)
CREATIVE DIRECTOR .... 4.11 – 2.16

Conceptualize brand identity & trademark, packaging design & production, Ecommerce website design & development, creative copywriting, studio photography, digital ad campaigns, social media & inventory management systems.

GRAND TIME CORPORATION > MEGHANI (DALLAS, TX)
JUNIOR ART DIRECTOR & WEB DEVELOPER .... 10.09 – 2.11

Lead strategist (umbrella corporation). Rebrand, Ecommerce website design & development for five lifestyle watch brands; including marketing campaigns. Assisted in studio with product photography, digital retouching & product design.

MATCHBOX DESIGN GROUP (ST. LOUIS, MO)
INTERACTIVE & GRAPHIC DESIGNER .... 8.08 – 7.09

UI/UX web design, logos, brand identities & guidelines, print collateral, backend-web development & analytics, landing pages, HTML newsletters, SEO, wireframes, animations, basic video editing & 3D modeling.

EDUCATION

BFA, ADVERTISING & MARKETING COMM. / WEBSTER UNIVERSITY .... '08
Graduated Cum Laude with Minor in Art

BFA, INTERACTIVE DIGITAL MEDIA / WEBSTER UNIVERSITY .... '08

HIGH SCHOOL DIPLOMA / HONG KONG INTERNATIONAL SCHOOL .... '04

SANDEEP S. BATAVIA
DESIGNER • DEVELOPER • PREPRESS

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ME@PERSUASIVEBRANDING.COM
(917) 238-2941

PORTFOLIO:
WWW.SANDEEPBATAVIA.COM

PASSWORD:
Pantone

I deliver versatile original concepts at a remarkable approval rate; complete with timely, cost-efficient, output and delivery.

Capitalizing on 15+ years of industry experience, I am proficient in identifying and problem solving with tangible and digital solutions. My fluency in utilizing multiple facets of design result in organic lead generation and repeat business.

- ☑ Environmental Branding
- ☑ On-Site Activations
- ☑ Conceptual Mockups
- ☑ Mechanicals & Templates
- ☑ Brand Guidelines & Identities
- ☑ ADA Compliant / Braille Wayfinding
- ☑ Rapid Prototyping / Storyboarding
- ☑ Custom Murals / Image Retouching
- ☑ Large/Wide Format & Pre-Press
- ☑ Custom Packaging & Inserts
- ☑ Web Design & Development
- ☑ Wireframes / User Interaction
- ☑ Web Graphics & Animations
- ☑ HTML5 Banner Ads
- ☑ Launch & Rebranding Campaigns
- ☑ Trade Show Booth / Event Displays
- ☑ 3D Renders
- ☑ Motion Graphics
- ☑ SEO, Google Rankings & Analytics
- ☑ Scalable Brand Systems

CLIENTELE (Selected)

New York Jets, Verizon, mastercard, Tommy Hilfiger, Hermès Paris, Publicis Groupe, Castrol, Vita Coco, New Orleans Saints, H, Steelers, Citi Field, conEdison, inc., Stony Brook, S, Fordham, New Era, HUGO BOSS, Johnson & Johnson

SEE THE FULL LIST OF 300+ CLIENTS ON MY PORTFOLIO!