



UTKARSHA MALKAR | **Creative Professional**

My conviction is that great design cannot happen without passion, intelligence, and personal commitment.

Professional experience across various media -
Advertising, Publishing, Television and Online services.

Industries in my Portfolio: > Fashion > Retail > Real Estate > Logistics > Eco friendly Services >
Educational Institutes > Entertainment Industries & NGO'S

Area of Expertise:

Creative Direction, Art Direction, Strategies & Execute Campaigns, Branding & Identity Design,
Advertising & Communication Designs, Training & Mentoring staff, Production Workflow Management,
Client Management, Managing Cross Media Platforms, Product launches -
concentrating on end-to-end scenarios for a brands or companies.

Develop initial creative concepts and design direction. Design for multiple programs simultaneously
UX Expertise : Define creative/technical brief based on customer requirements.
design concepts with interaction and navigation model for Responsive Sites & E-commerce sites.

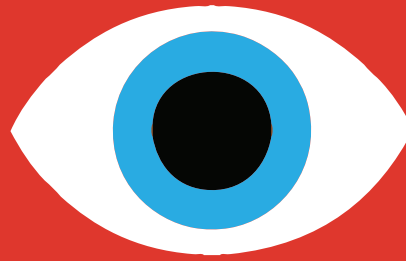
Visual communication necessary for customer presentations. Design documentation
Project Management (customer/internal communication, scheduling & design delivery)

CURRENT STATUS: Working independently as a Design Consultant & Educator.

I don't teach...I generate experience.

A continuous interaction with Design Institutes and agencies helps me to stay abreast
with contemporary trends, sharpen my knowledge base across graphics applications and theories.

Current status - **Professor - MIT- Pune**
& Visiting Faculty member - Raffles International - Mumbai)



TECHNICAL KNOWLEDGE - MAC & PC

Expertise on Adobe softwares Including Photoshop, Illustrator & InDesign, Expertise in Corel Suite.

SGI-PLATFORM

Discreet Logic |Compositing Software (On – Air Graphics)
(Worked on VIZRT - News Broadcast specific software)

Have adequate knowledge of Flash & HTML, PHP & CSS
I am able to give adequate direction to backend providers.

Work History

Triton Communications -Mumbai-Visualizer
Hindustan Thompson Associates-Mumbai-Junior Art Director
Design Consultant - Mumbai(Hotel Industry/ Retail Industry, Etc.)
Tata Donnelley Ltd-Mumbai-Senior Art Director
Sahara Television Network -Mumbai- Senior Creative Visualizer
TMG Enter-Technology Media Group Television Channel-
(Asst. General Manager Graphics) Bangalore
Manager Graphics - Star News – Star India- Mumbai
Developed Brand Identity “ The Harbour Market ”(Bangalore – India)
Tv18 – Better Interiors –(Publishing Division)-Design Consultant-Mumbai
Aqua logistics India Pvt. Ltd. – Group Creative Head - Mumbai
Digital & Print – Multiple Industries / Clients- Mumbai

Personal Profile

Qualification: Diploma In Applied Art 1990-91

Sophia Polytechnic / Nirmala Niketan

Date Of Birth: 20 December

Sex: Female

Nationality: Indian

Married

One Girlchild aged 10yrs

Design is Everything
Everything is Design

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