



GAURAV SHAH

Creative Manager

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Mumbai, India

Highly experienced Creative Lead with over 15+ years, Currently Working as a Senior Manager - Design at Sportz Interactive.

I have experience in leading teams and delivering innovative design solutions. Proven track record of creating successful campaigns and increasing brand recognition for clients. A passion for design, combined with strong leadership skills, make me an asset to any organization.

Currently i am aowkring with **Sports 18, Jio Cinema, BCCI, IPL, Womens IPL, Adani Sports Line, Indian Super League, Pro Kabaddi League, Pro Volley Ball, Ultimate Kho Kho, Star Sports, Sony Sports, Mumbai Indians, Delhi Capitals, Punjab Kings, Gujarat Titans, Lucknow Super Giants, NBA India, Go Daddy India, Olympic Tokyo 2020, RFYS, Hot-star.**

Skills

- Creative Direction
- Innovative Thinking
- Communication
- Leadership
- Time Management
- Problem Solving
- Logo Design
- Branding

Employment History

Senior Manager - Design at Sportz Interactive, Mumbai

June 2018 – Present

- Created a design system that improved design consistency across all projects and reduced design iteration time by 40x
- Involved in the hiring and training of creative designers.
- Reviewing the work of the team and providing constructive feedback.
- Developed and implemented creative strategies to achieve new goals.
- Supported company growth through creative vision, Branding and a focus on excellence.
- Managed a team of 55 designers and more than 55 projects, delivering high-quality work on time.
- Communicating with clients to understand briefs and strategies with internal teams to develop successful campaigns.
- Monitored and analyzed media trends to maintain highest standards of creative quality.
- Represented the brand from a design perspective and effectively communicated design strategies.

Founder / Creative Lead at Visibility Lab, Mumbai

September 2013 – June 2018

Creative Lead at Visibility Lab, a design studio that I founded back in 2012. Over the course of 5.5 years, I served as the creative head and founding partner of this dynamic agency.

Our mission at Visibility Lab was clear from the beginning - to provide businesses with the most innovative and effective creative strategies, helping them reach their goals in the smartest way possible. I led a talented team of 30 designers, fostering a collaborative environment where creativity thrived.

Throughout our journey, Visibility Lab collaborated with over 50 clients, addressing their Above-the-Line (ATL) and Below-the-Line (BTL) requirements. It was a rewarding experience to see our creative solutions contribute to the success of businesses, and I take pride in the impact we made in the industry.

During my tenure at Visibility Lab, I not only spearheaded creative endeavors but also honed my skills in financial planning and production budget management for clients. Balancing creativity with fiscal responsibility, I ensured optimal results within budget constraints. This dual expertise strengthened our agency's position, fostering client relationships and enhancing overall impact. Ready to bring this multifaceted approach to new challenges and leadership roles in the digital marketing industry.

Graphic Design Specialist - Web at Glam Media, New York, NY, Mumbai

July 2011 – August 2013

- Designed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, websites and advertisements) and guaranteed that they exceeded the expectations of our clients.
- Managed up to 10 projects or tasks at a given time while under pressure to meet daily deadlines.
- Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals.
- Created 75+ designs a month for clients and account managers.

Brands Worked on - Macy's, Pantene, Rebook, Lindit Lindor, Jeep, Skoda, Nike, Glade, Unilever..

Sr. Graphic Visualizer at Think WhyNot Integrated Communication Pvt. Ltd., Mumbai

July 2010 – April 2011

- Worked closely with the team of 5 visualizers.
- Managed 3 client's creative needs including ICICI Lombard, India First Life Insurance and Colors TV.
- Responsible for visualizing and designing creatives, communicating with art directors and creative directors.
- Attended some brainstorming sessions with the entire team.

Key Accounts: Colors TV, India First Life Insurance, ICICI Bank

Graphic Designer at Idream Productions (DesiMad.com), Mumbai

2008 – 2010

A Digital Production house that has been in the market, 10+ years. Creating and promotion enormous digital content like Yoga, Bollywood, Hollywood and Kids

- Designing graphics, Web UI, and managing communication.
- Managing the video content and uploading on multiple sites and updating the content.

Graphic Designer - Print at Shree kreations, Mumbai

March 2006 – 2008

A Creative Agency that deals in Designing, printing and packaging for GTC (Golden Tobacco Corporation).

- Designed numerous packaging designs.
 - Managed complete printing service from pre-production to delivery.
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Education

B.Sc. in Media, Graphics and Animation, YCMOU, Mumbai

Present

BSc Multimedia in Animation and Graphic is a 3 year undergraduate degree program. It covers multimedia, animation, computer graphics, languages, features films, product designing, graphic designing etc.

AAASP, Arena Animation Academy, Mumbai

April 2006 – April 2009

Arena Animation Academy Specialist Program.

This is Complete Design career program. I studied upgraded versions of software like Adobe, CorelDraw, Sound Forge, Adobe Premier, 3D Max & Maya.

My interest was creative design and Motion Graphics.

HSC Commerce, Agrawal Collage, Kalyan, Mumbai

June 2005 – 2006

Links

[Website](#) [insta](#) [linkedin](#)

References

References available upon request

Languages

— English

— Marathi

— Gujarati

Hobbies

Riding, Reading and Photography