

# ATUL SINHA

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## PROFILE SUMMARY

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### ASSOCIATE DIRECTOR- DESIGN | GRAPHIC DESIGNER | BRAND DESIGNER

Associate Design Director with 8+ years of experience in creating, evaluating, and executing product standards via impactful visual identities to increase product impressions and conversions. Working cross-functionally, I have vast experience in managing design teams responsible for UI/UX design, and video production, to infographic creation.

I believe that every business has a unique story to tell. I aim to convey that story through compelling designs that captivate and connect with the intended audience while staying aligned with objectives. I am passionate about everything I do, adding ideas to conceptualization to create innovative design solutions as I hold that life must never be boring!

#### Career Highlights:

- Portfolio of 100+ happy clients, solved their problems through utilizing expertise in creativity, precision & client understanding for effective brand strategy.
- Delivered 1000+ explainer videos, logos, illustrations, infographics, emails, and many more.
- Vast experience in creating visually striking designs in harmony with business goals.
- Received Employee of the month for Best Performance.
- Received Employee of the year for Best Performance.
- Helped businesses to design their VISUALITY as a graphic designer.
- Created many interactive things like interactive sales kits, interactive playbooks, interactive infographics, and many more.

*“Belief that every Image/ video has its own Style & tells a Story”*

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## CORE COMPETENCIES

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- Technical proficiencies include Microsoft Office Suite (Word and PowerPoint), Adobe Creative Suite (Illustrator, Photoshop, and InDesign), UI/UX, and Canva.
- Innovative, out-of-the-box thinker who strives for design excellence and enjoys challenges.
- Able to deliver creative and unique solutions that help brands work more efficiently with their current physical/ digital location.
- Experienced in the art of storyboarding and proficient in utilizing various production tools to bring creative concepts to life.
- Demonstrates a strong understanding of user-centered design principles, ensuring seamless and user-friendly experience in digital interfaces.
- Ability to think creatively and come up with innovative ideas that surpass machine-generated designs.

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## SKILLS HIGHLIGHTS

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Art Direction and Visual Design  
Brand Identity and Personal Branding  
Research & Quality Control  
Storyboard and Iconography  
Photo and Video Production  
Project Management Skills  
Color Theory  
Creative Briefs  
Industry Trends

Design Software  
Creativity & Digital Art Thrive  
Creative Ideas & Agency Collaboration  
International Business Ideas  
Microsoft PowerPoint  
Storyboard Skills  
Adobe InDesign  
Adobe Illustrator & Illustration  
Adobe Photoshop Skills

Team Management & Problem-Solving  
Attention to Details  
Interpersonal Skills  
Graphic Design Principles  
Explainer Videos  
Product Videos  
Web-Promotion Videos  
Use-cases Videos

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## PROFESSIONAL WORK EXPERIENCE

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#### Associate Director - Design

##### XCLAYMATION (April 2022 – Present)

- Managing all creative designing, business development, digital campaigns, and live-action video strategy development functions-including digital marketing, graphic designing, website UI, revenue growth management, enterprise strategy, compelling narratives development, storyboards, use cases training, and cross-functional collaboration.
- Adopting innovative new strategies for the growth of junior creative teams, providing impactful mentorship, and structuring training programs resulting in the professional development of team members.
- Enhancing the enterprise-wide design process in pursuit of digital goals, including data-driven insights and agile project management,
- Working as a creative design director to develop unique, high-quality, and appealing designs, ensuring all projects stayed on brand and under specified timelines.

**Achievements:**

- *Designed stunning visuals for a distinctive digital footprint and effectively managed relationships with global clients.*
- *Managed multiple design projects that help increase clients' digital presence and sales revenue.*
- *Increased efficiency through innovative design processes in collaboration with design teams and external agencies.*
- *Led and inspired creative teams, contributed substantially across varied project types, and ensured 100% client satisfaction.*

**Team Leader - Graphic Design****ESSENCE STUDIO (May 2020 – May 2022)**

- As the creative lead, led and inspired 10+ graphic designers, cultivating a collaborative and innovative work environment.
- Created illustrated visuals through 100+ compelling explainer videos within a year; communicated brand story through way-finding communications and experiential mediums.
- Assisted and supported customers and project managers in understanding the requests and ideas in the early planning stages through brainstorming, appealing package design thinking, and briefing methods.
- Consolidated skills in Adobe Creative Suite to create real-estate videos, compelling images, and multimedia content while establishing an organizational vision and developing strategies to achieve sales, profit, and customer service goals.
- Act as a creative problem solver working with brands and companies to turn their ideas and concepts into visual storytelling tools that engage their audience.
- Utilized design-thinking principles to service various design needs, from executive presentations to implementations, while teaching the organization to sustain its brand through the daily tools it uses.
- Performed brand development collection, social media strategies, digital marketing campaign visuals, and many others.
- Pioneered developing and implementing innovative working models, leading to a substantial increase in company-wide productivity and efficiency.

**Achievements:**

- *Designed the entire spectrum of appealing visuals, and curated a captivating collection that resonated throughout the launch events.*
- *Successfully orchestrated the end-to-end launch and execution of video campaigns, resulting in the acquisition of over 50 new clients in the region for both B2C and B2B products.*

**Graphic Designer / Sr. Graphic Designer****DIGITAL APPLE (July 2017 – May 2020)**

- Cultivated a culture of continuous learning, actively engaging with colleagues to enhance skills and expertise.
- Produced compelling explainer videos for esteemed clients, including TATA Communications, American Express, Vodafone, & Home Credit.
- Attained a noteworthy milestone by contributing to the creation of over 300 explainer videos during my tenure with the company.
- Expanded proficiency beyond explainer videos to encompass interactive content design such as emailers, infographics, brochures, logos, and more.
- Applied advanced graphic techniques, incorporating HUD (Heads-Up Display) elements, to elevate the quality and impact of B2B explainer videos.
- Educated about design thinking and brand narratives while offering a range of design services tailored to the needs of the organization.
- Advocated design consistency in campaigns and leveraged strategic expertise fused with creative flair.
- Built up good working relationships between graphic teams and provided high-level support with creative ideas for various initiatives.

**Achievements:**

- *Created visualizations that convey accurate messaging of the project.*
- *Built a portfolio that reflected brand enhancement and graphic design expertise.*

**Graphic Designer / Jr. Graphic Designer****TRANSPIXEL STUDIO (Nov 2016 – June 2017)**

- Adhered to client brand guidelines in my initial role, ensuring seamless brand consistency throughout the video production process.
- Thrived in an environment conducive to learning, with generous support from colleagues throughout my tenure.
- Successfully contributed to both B2B and B2C explainer video projects, showcasing adaptability and a wide skill set.
- Produced over 100 explainer videos for the company, demonstrating efficiency and a commitment to delivering results.

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**AWARD & RECOGNITION**

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**Employee of the month - Xclaymation (December 2022)**

**Employee of the year - Xclaymation, USA (April 2024)**

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## EDUCATION

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*Graphic and Web Design: Advance Diploma* - Dice Academy (May 2015 – Nov 2016)

*Bachelor of Arts: Geography Honors* - Magadh University, India (April 2012 – May 2015)

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## CERTIFICATIONS

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*Programs in Graphics, Web, and 2D Animation* - MAAC (Nov 2013)

*Diploma in Graphic and Web Design* - DICE ACADEMY (June 2016)