

Hello.

Brand
× Design
Strategy ×
Evangelism

The graphic features three vertical yellow bars of varying widths. A central yellow square overlaps the middle bar. Various black symbols are scattered around: a diamond on the top right, a horizontal line on the top right, a horizontal line on the left, a wavy line on the right, a wavy line on the bottom left, a cross on the bottom left, and a horizontal line on the bottom right.

Cover.

Creative & Art Gurus.

Hello,

Conceptual innovation, key client relationships, and team collaboration are all essential components to success in creative design. As a creative director, I take complex things and fuse them to simplest form. Nothing super great, just the stuff that make the creative team understand the task. I am positioned to make a significant impact on your organisation as your next creative leader.

My background lies in driving the design and execution of forward-thinking, cutting-edge creative campaigns and services for a variety of top-level clients. With expertise in directing set production, graphic creation and placement—along with my ability to communicate effectively with clients and peers—I am confident that my talents and abilities will significantly benefit the company's creative goals.

Bio.

Abhishek Mukherjee.

www.abhishekmukherjee.net

Instagram - [@Abhishek.rocketfuel](https://www.instagram.com/Abhishek.rocketfuel)

Creative Director /
Head of Design - *Product & Brand*

Hello!

“I am a passionate creative director & evangelist. I enjoy morphing anything into visually appealing artwork.”



Senior creative evangelist and creative strategist with over 16+ years' experience in creative direction & strategies along with evangelism and partner-facing roles. Prominent leader in the creative design and communications industry to stay on top of the latest trends. Impressive ability to cultivate creative partnerships culture, mentorship across the board.



linkedin
[/abhishekmukherjee83](https://www.linkedin.com/in/abhishekmukherjee83)



Facebook
[/abhishek.rocketfuel](https://www.facebook.com/abhishek.rocketfuel)



instagram
[/abhishek.rocketfuel](https://www.instagram.com/abhishek.rocketfuel)



twitter
[/_abhishekM](https://twitter.com/_abhishekM)

Highlights.

“A *Creative Nomad*, touched every part of business by working closely for Brand & Visual Design, Product Design, Marketing, Strategies and Consulting for design and workflows.”

Short Brief

Storytelling

From product demonstrations to marketing communications, I start with the story. Creating personas to suit every need of business or narrating compelling user driven stories to bring in emotions to the product has been one favourite part of building creative strategies. On brand, on point, and on time.

Creative & UX/Brand Evangelist And Strategist

I create products and brands, clarifying positioning while targeting the right audience. I harvest the passion of community to drive engagement and conversions. I've partnered with various brands and enterprises to define creative strategies to have effective usage of tools and technology to accomplish core tasks and move to digital.

Creative Talent Building

Recognising that everyone has a unique talent, I help others finesse their personal branding in service of their chosen path. I recruit team members for small or large projects and evolve with them to create future creative leaders.

Marketing

Work close to marketing to create campaigns around product launches and symposiums. Develop key go to market strategies catering to creative industries and build a strong creative partner ecosystem to cater to needs of creativity in digital era.

Experience.

What I have been majorly working on my my tenure so far.

Creative & Art Direction



93%

A design thinker, communicator, and problem solver I have worked across media types, screens, formats and technologies. Directed various campaigns across print, web, social. Co-ordinated well with pool of designers to build and lay style guides and brand guidelines.

Strategist



82%

As a ***Creative Strategist***, I am thinking outside of the box to come up with media plans to reach as large an audience as possible or to reach a specific audience type. I devise ideas to reach the consumer's needs by coming up with strategies across a variety of mediums like print, social or internet for our products. Getting the word out and stay within the budget is the challenge I take up. My role involves market research, empathy mapping, GTM plans, growth marketing to penetrate success.

Evangelist



85%

As a ***Creative Evangelist***, I am responsible for developing and delivering messages, materials and content that inspires and educates the market to promote creative story and vision which involves content creation and visualisation.

Creative Consultant



80%

As a ***Creative Consultant***, I am responsible for combining creative tools, materials and workflows into new solutions. From measuring the efficiency to enhancing production, I work with creative and marketing teams to build a unified and robust creative workflows. Building solutions across platforms and integrating them with brand stories and guidelines. I get a kick, designing brand collaterals.



As a ***Creative by heart***, I am helping to make creativity & design distinctive and recognisable. I focus on bringing the core dimensions of creativity & brand – storytelling, messaging, tone of voice, naming, interactions and experience – to life globally in collaboration with various creative and development teams. I help my colleagues understand the brand, be inspired by it, and use it.

A timeline of my *history*

2020 - Till date

Simpplr

Creative Director & Head of Design -
Brand Design, Product Design, Growth
Marketing Design, Creative Campaigns,
App And Web Design, Video Campaigns,
Digital Ads.

2009 - 2020 May

Adobe Inc.

Sr. Creative Evangelist & Strategist-
Brand Design, Product Design, Evangelism,
Product Demo, Public Speaking, Creative
Strategy, Solutions Consulting, Creative
Consultation, Quality Assurance, Photoshop
Quality, Mobile Apps Interface, Adobe
Document Cloud, User Experience & Design.

2009 - 2009 May

Gartner

Design Consultant -
Communication Design, C-Level
Presentation, Internal Communications,
Ui, Layout, Compositing, Infographics,
Creative Strategy And Planning.

2006 - 2009 Jan

Dell (Alienware)

Design & Resolution Expert -
Technical Consulting, UI, Visual Design,
Internal Communications, Graphic
Design, Composites, Infographics.

2004 - 2006

Wipro Technology

Technical Specialist -
Technical Consulting and Support.



User
Research



Design
Planning



Visual &
Product design



Quality &
Testing

Education & Achievement.

My education

MICA & Viacom18

2017 - 1 yr.

PGc in Brand & Marketing

Brand Design, Experience, Marketing, Research, Market Segmentation, Targeting, Positioning differentiating, Pricing, Branding Strategies.

2006 - pursuing.

Youtube

Self Learning -

Visual Design, Typography, Photoshop Art, Indesign, Illustrator, Photography, Communication Design, Print Design, Graphic Design, Client Relations, Art Direction, User Experiences.

Aptech & IGNOU

2004 - 3+1 years

Graduation & Advance diploma in Software Engineering and Multimedia

Software Development lifecycle, C++, C#, JAVA, HTML, Product Development Methodologies, AGILE, Waterfall, Communication Design, Graphic Visuals.

2004 - pursuing.

Google

Self Learning - Product Development, GTM Strategies, Digital Marketing, Analytics, Campaigns, presentations, Leadership skills, Communication, Client Relations, Customer Success.

My Achievements

Adobe Achievement Award

2013, 2014, 2015, 2016, 2017

**Creative Evangelism
PreSales**

Keynote Speaker

InspireMe, Jordon, Aman.

**Creativity & Design
Photography and Art**

Speaker & Facilitator

Symposiums, Seminars,
Workshops, Mentorship

**Better Photography, Toehold
Photography, Canon, Design
Student Association, Adobe
Photography Symposium, India
Photography Festival, Silk
Inspire, PEP Asia**



A 4x7 grid of yellow dots, representing the number 28.

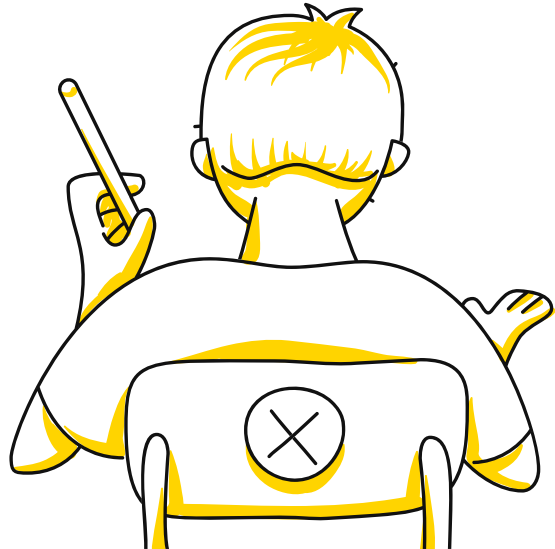
Brand Design

Visual & Communication Design

User Interface & Experience

Creative & Art Direction

Experience Design



Connect.

Thank you!

“Let’s chat and explore opportunities. Would love to discuss my role and our mutual expectations.”

web/portfolio

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mobile

+91 783 809 7332

Email

Abhishek.mukherjee@me.com

**“Choose a
job you love,
and you will
never have to
work a day in
your life.”**

 **linkedin**
/abhishekmukherjee83

 **Facebook**
/abhishek.rocketfuel

 **instagram**
/abhishek.rocketfuel

 **twitter**
/_abhishekM

Portfolio.

web/portfolio

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Behance: [/abhishekmukherjee](#)

