

THRIPTÉE BHASKAR / brand designer

Innovative Brand Designer with over 15 years of experience supporting clients across divergent business categories. Visual artist with keen eye for detail and composition with a proven track record of developing engaging design solutions for print and digital platforms. Passionate about collaborating with and inspiring creative teams to produce great work while staying apprised of changing trends.

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📍 Atlanta, GA

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PROFESSIONAL EXPERIENCE

Mohawk Industries Contract Designer

Atlanta, GA
September 2022 - Present

Develop and produce creative brand visuals in support of marketing initiatives, ensuring images and messages contribute to brand identity.

3B Scientific Sr. Graphic Designer

Atlanta, GA
April 2015 - March 2022

Serve the In-house Advertising & Marketing agency, to build global brand awareness and promote offerings. Design and implement corporate standards, translating objectives into visual concepts.

- Provide art direction and continually improve design for the U.S. and global markets.
- Oversee and manage a multilingual catalog layout production and design.
- Create digital assets and web content to improve e-commerce experience.
- Design wall display, roll ups, and booth layout for trade show events.
- Develop concepts and assist with photo and video shoot production.
- Led and organized a volunteer team to participate in community outreach as a company.

Thriptee Bhaskar Freelance Designer / Art Director

Atlanta, GA
October 2006 - Present

Employ creative problem solving to develop detailed concepts into refined, comprehensive design solutions to meet the design needs of advertising agencies, studios and individual clients.

- Specialize in print design, front-end web design, logo design, collateral, and direct mail.

Robb Report Advertising Art Director

Atlanta, GA
May 2007- October 2007

Creative leader behind messaging, storytelling, and promotional graphics.

- Met marketing objectives, created compelling visuals, and developed guidelines that resulted in consistency and a meaningful experience for the end user.
- Created and managed the full scope of advertising and marketing:
 - Pitched creative concepts, mockups, and discussed ideas to internal clients.
 - Participated in client calls and meetings, creating timelines and creative briefs.
 - Amended final designs to incorporate client's comments and gain full approval.
- Designed house advertisements for placement in trade and art show catalogs as well as templates for use in supplement issues.

Future US Inc. Art Director of House DIY Magazine

Atlanta, GA
February 2003 - October 2006

Directed and designed all editorial layouts from concept to completion.

- Spearheaded design, working within the parameters of a budget while meeting strict deadlines.
- Oversaw the purchase of stock photography and commissioned original art to photographers and illustrators, researched and edited photos.
- Coordinated and directed photo shoots, working with photographers, models, and stylists.
- Liaised with editors and publishers to create a high-quality product to reach the consumer.
- Designed additional marketing material such as media kits and insertion cards.
- Communicated with numerous advertising clients to design print advertisements for each issue.

Highbury House Communications Inc. Graphic Designer

Atlanta, GA
February 2002 - February 2003

Collaborated with the art director in designing pages for the following national consumer magazines: Pregnancy, Women's Health & Fitness, do! and European Homes & Gardens

EDUCATION

Graphic Design, BFA
The Art Institute of Atlanta
Honors

Digital Advertising
HubSpot Academy Certification

Email Marketing
HubSpot Academy Certification

TECHNICAL SKILLS

Adobe Creative Suite
Microsoft Office Suite
Creative Direction
Brand Development
Print & Digital Media
Typography
Problem Solving

AREAS OF EXPERTISE

Advertising, Marketing & Publishing
Project Management
Production & Budget Oversight
Team Management & Engagement

CLIENTS

EQUITONE
Kingspan Insulation
Trajan Scientific and Medical
AT&T
BMW
Chase
Publix
After Hours Formalwear Institute
of Industrial Engineers
Morningside Pediatric Dentistry
GI Care for Kids / GI Care Infusion

VOLUNTEERISM

Hands on Atlanta Volunteer
MedShare