

Chirag Kotak Design Team Leader | Graphic Designer | Creative Strategist

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Portfolio:

<https://drive.google.com/file/d/1AhDYJyflZNSjrpDrWZN5cbxDoJERkQ-3/view?usp=sharing>

<https://chiragkotak.framer.website/>

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## Professional Summary

Results-driven Design Team Leader with a strong background in graphic design, motion graphics, and branding. Adept at leading creative teams, executing high-impact marketing campaigns, and utilizing AI-driven design strategies to enhance efficiency. Passionate about visual storytelling, user experience, and innovative design solutions.

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## Professional Experience

### IMS nHance | Design Team Leader (10-10-22 – Present)

- Spearheaded a team of designers, ensuring brand consistency and high-quality creative output across digital and print media.
- Developed and implemented AI-powered design workflows to improve efficiency and creativity.
- Led branding and rebranding projects, including logo design, visual identity, and marketing collateral.
- Collaborated with cross-functional teams to align design strategies with marketing objectives.

### Graphic Cube | Freelancer (Weekends)

- Built and managed a design studio offering diverse creative solutions, including motion graphics and 3D design.
- Worked with clients across industries to deliver impactful brand identities and digital experiences.
- Created compelling visual campaigns and social media assets, increasing engagement and brand visibility.

### Carzspa Autofresh Pvt Ltd | Branding & Design Lead (2020 – 2022)

- Created the brand identity of Carzspa, ensuring a consistent and professional look across all brand touchpoints.

- Streamlined store branding for Carzspa's car detailing studios, enhancing customer experience and brand recognition.
- Designed product packaging and promotional materials for car detailing products, aligning with market trends and user expectations.

### **Phoenix Creative | Sr. Graphic Designer (2019 – 2020)**

- Designed engaging social media creatives for brands like AALAM HAKIM, increasing their digital presence.
- Developed motion graphics and visual assets for various brands, enhancing their storytelling and audience engagement.

### **Onlineyug | Social Media Manager & Designer (2017 – 2018)**

- Managed social media marketing and design, handling both content creation and campaign strategy.
  - Designed engaging creatives and branding materials, contributing to improved engagement and brand visibility.
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## **Key Skills**

- Graphic Design & Branding
  - Motion Graphics & 3D Design
  - AI-Driven Design & Automation
  - Team Leadership & Creative Direction
  - Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro)
  - UX/UI Design & Prototyping
  - Digital Marketing & Social Media Strategy
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## **Education**

### **Masters in System Security**

Symbiosis Pune (SICSR)

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## **Certifications & Training**

- Adobe Certified Expert, UX Design Certification
  - Neuro-Linguistic Programming (NLP) & Design Thinking for Designers Workshop
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## Projects & Achievements

- Led the rebranding of ajrayson.com, delivering a new logo, letterhead, and marketing assets.
  - Developed trending carousel topics for Foxen Marketing Agency, aligning with bold, high-engagement social media strategies.
  - Designed engaging motion graphics for major brands, leveraging neuromarketing insights to enhance audience impact.
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## References

Available upon request.