

Resume

Subhamay Basu	
60 Harish Mukherjee Lane P.O. Bhadrakali Dist. Hooghly 712232	
Graduate in Commerce	University of Calcutta
DOB 30th October 1970	
Summary:	I have ideated, strategised and created branding solutions for many organisations and professionals. In the last two decades, I learnt the importance of careful planning and how a streamlined vision is of utmost importance for creating a brand. What the client wants its brand to portray is fleshed out by people like me, hence, before anything else; I go through several cycles of evaluation with myself and the team I work with. I understand the importance of keeping up with the times, constantly unlearning and learning again is what keeps this industry going
Working Space	Primary: Branding and Graphic Designing Secondary: <ol style="list-style-type: none"> 1. Directing and editing movies (Documentary, Corporate films, TVC) 2. Website Making using Wordpress 3. Front end designing of Website using Photoshop 4. SMO (Social Media Optimisation) planning and execution
Experience	22 years
Clients handled	
SIKA INDIA	Worked as a retainer designing agency. Handling all their corporate communication designs Brochure Leaflet Catalogue POP
Peerless General Finance	Worked on their Calendar and Diary
Dey's Medical	Communications design for Sofskin launch. Including the designing of the product packaging
SPS Group	Communications design for MW Cables
EMTA	Worked on their Calendar and Diary
Orkos (Restaurant)	Worked on their Print ads Menu card Invitations
Grill to Chill (Restaurant)	Worked on their Inshop branding Logo

	Collaterals
Restaurant on the First Floor	<p>Worked as a retainer designing agency. Handling all their communications design</p> <p>Brochure Leaflet Menu cards POP</p> <p>Conceptualized an unique idea called “Jaaz and Jeera Jive” Where every Thursday renowned singers preformed in front of 50 member audience. The menu of that evening was been conceptualised according to the mood of that evening songs genre This programme was very popular in Kolkata.</p>
Alam Tannery	<p>Worked as a retainer design agency. Handling all their communication designs</p> <p>Brochure Leaflet Website (www.grupalm.com)</p>
Alamenti	<p>Worked as a retainer design agency. Handling all their communications design</p> <p>Logo Collaterals Brochure Leaflet Website (www.alamenti.com)</p> <ul style="list-style-type: none"> ■ This is a large ecommerce website do by me using wordpress and woo-commerce platform
Acclaris Incorporation (KPO)	<p>Worked as designer for Calendars</p>
Eptisa (Engineering)	<p>Worked as designer for Calendars Diary Brochure</p>
Infinity Knowledge Ventures Pvt. Ltd (IKVPL)	<p>Worked as a retainer design agency. Handling all their communication designs</p> <p>Logo Collaterals Brochure Leaflet</p>
Parivaar (NGO)	<p>Worked as designer for Brochure Calendars Corporate films</p>
Sanjog (NGO)	<p>Worked as designer for Brochure</p>
Sanlaap (NGO)	<p>Worked as designer for Brochure</p>

	Diary Annual Reports
Apart from the above I have created numerous logos and collaterals for various professionals and organisations.	

Software skills	Graphic Designing: 1. Adobe Photoshop 2. Adobe Illustrator 3. Corel Draw Video editing: Sony Vegas
My hobbies	My hobbies include music and cooking. I dream of becoming a full-time painter someday!

(SUBHAMAY BASU)