

RAMESHWAR CHAWLA

BRANDING & ART DIRECTION PROFESSIONAL

Innovative and results-driven Design Manager with over 9 years of experience in Branding and Art Direction. Proven track record of delivering successful creative solutions for a diverse range of high-profile clients, including Eurosport, Discovery, UNICEF, Zee5, WarnerMedia, MGM Motor, and MyGlamm. Strong leadership and collaboration skills, with experience managing and mentoring teams of up to 10 designers.

WORK EXPERIENCE

DESIGN MANAGER

Chimpanz Inc. | July 2020 - Dec 2022

- Led a team of 10+ designers for 15+ brands, overseeing creative ideation, pitch creatives, big campaigns, and day-to-day graphics.
- Developed and implemented brand identity solutions for clients, resulting in increased brand recognition and customer loyalty.
- Collaborated with copywriters and strategists to ensure the art direction was supported by defined strategies.
- Successfully managed multiple projects simultaneously, meeting all deadlines and client expectations.

OWNER | GRAPHIC DESIGN LEAD

Rameshwar Chawla Designs | June 2014 - June 2020 | Jan 2023 - Present

- Crafted creative solutions for over 100 businesses around the world, delivering print, digital, and video projects.
- Designed custom brand identity solutions that resonated with clients and their customers, resulting in increased sales and brand recognition.
- Led creative teams and collaborated with experts on joint projects.
- Presented ideas, budgets, and timelines to clients and other stakeholders, resulting in 90% client satisfaction ratings.

SENIOR GRAPHIC DESIGNER GRAPHIC DESIGNER

HQ101 Worldwide | August 2012 - June 2014

- Planned and designed engaging graphic content for websites, emails, print marketing materials, press releases, and other promotional materials.
- Conceptualized and executed unique visual designs that aligned with brand guidelines and business objectives.
- Collaborated with copywriters, marketing teams, and other stakeholders to ensure consistent brand messaging across all materials.



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EDUCATION

2010 - 2011
**ADVANCED PG
DIPLOMA IN DESIGN**
Raffles Millenium International

2008 - 2010
**BACHELOR OF DESIGN
(GRAPHIC DESIGN)**
International Institute of
Fashion Design

2007 - 2010
**BACHELOR OF
COMMERCE (HONS.)**
Hansraj College,
University of Delhi

CERTIFICATIONS

**Adobe Certified Expert
(ACE) in Photoshop,
Illustrator, and InDesign**

**Google UX Design
Certificate**

SKILLS

**Brand Development
Art Direction
Graphic Design
Adobe Creative Suite
Branding & Ideation
Typography
Print Design
Packaging Design
Social Media Marketing
Web Design
Project Management
Leadership**