

RAMESHWAR CHAWLA

Design Manager | Graphic Designer

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SUMMARY

Innovative and results-driven design manager with over 10 years of experience in graphic design, visual identity and art direction. Delivering successful creative solutions for a diverse range of clients, including UNICEF, Zee5, WarnerMedia, MG Motor, MotherCare and MyGlamm. Strong leadership and collaboration skills, with experience in managing teams of up to 10 designers.

EXPERIENCE

Design Manager

Omnicom Media Group

10/2023 - Present

- Working with teams to develop clear, creative, design solutions that produce engagement in print, social and digital media.
- Improving content production by assisting in style guides, strategies, and channel audits.
- Overseeing designers (Associate) up to art director (Specialist/Lead level).

Design Head

Wriglo Marketing Group

01/2023 - 09/2023

- Managed the graphic design team's daily operations and projects, ensuring efficient workflows and adherence to deadlines.
- Collaborated with clients and internal stakeholders to gather design requirements, and translate them into compelling visual concepts.

Creative Supervisor

Chimp&z Inc

07/2019 - 12/2022

- Led a team of 10+ designers for 15+ brands. Ensuring that all team members understand the expectations and deadlines for projects.
- Worked on Creative Ideation, Pitch creatives, Big Campaigns and everyday graphic design requirements.
- Collaborated with copywriters, strategists, and video editors, to ensure the art direction and visual presentation supported by defined strategies.

Freelance Designer

Rameshwar Chawla Designs

07/2015 - Present

- Crafted creative solutions for businesses around the world. With over 100 projects delivered, including print, digital, and motion graphics.

Graphic Designer

Think Design

05/2013 - 06/2015

- Designed engaging graphic content for website, emails, print marketing materials, press releases, and other promotional materials.

EDUCATION

Advanced PG Diploma in Graphic Design

Raffles University

2011 - 2012

Bachelor of Design (Graphic Design)

INIFD

2008 - 2010

Bachelor of Commerce Honors

Delhi University

2004 - 2007

MY PORTFOLIO

www.rameshwarchawla.com

STRENGTHS



Relationship Building

Retained 90% of challenging clients through targeted intervention and mentorship of junior designers.



Collaboration

Worked closely with cross-functional teams to drive project success, leading to a 45% increase in team productivity.



Innovative Problem Solving

Implemented creative solutions to complex design challenges, resulting in a substantial increase in client satisfaction.

SKILLS

Creative Ideation

Art Direction

Team Leadership

Project Management

Adobe Creative Suite

Creative Pitching

Branding & Identity

Print Design

Web Design

Social Media Marketing

Advertising

Typography

CERTIFICATIONS



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



Google UX Design Professional Certificate



Master Print Production (LinkedIn Learning)