

# Abinash Mohanty

## Communication Design

T +91 98980 29813

F abinash.mohanty@gmail.com

w [www.coroflot.com/abinash](http://www.coroflot.com/abinash)

[www.abinashmohanty.com](http://www.abinashmohanty.com)

[www.abinash.carbonmade.com](http://www.abinash.carbonmade.com)

## Profile

Design is not just what it 'looks like', 'feels like' or 'copy paste job'. Design is 'how it works'. Being a fully qualified & experienced Graphic Designer cum Interaction Designer, I believe in cross media platform. Until now I have worked upon various places such as media agency, packaging, web & IT companies platform to study the cross culture design eras.

## Year of experience

4.5 Years

## Education

4 Years from the National Institute of Design, Ahmedabad, India.

Communication Design - 2006 January

## Specialized in

Website Interface, Marketing Mailers, Newsletters, Graphics for Mobile Phone (Interface/ Menu systems), Software User Interface, Marketing Banners, Landing Page, Ads, Identity, Branding, Brochures, Leaflets, Flash intros, Flash Presentation, Photography, Software graphic interface, Stationaries, Print ads, Promotional designs, Poster design, Publication (magazines, books), Mobile interface, Event cards, Sound editing, Video editing for Mobile or HD Movie creation, Interactive pdf presentation

## Professional Experience

### **Communication Design, Idea Product Design. February 2009 - Current**

Innovative Design Engineering Animation is a one-stop product development and animation consultancy. We focus on providing out of the box solutions that fuel the development of highly innovative products. Our industrial design, engineering, communication design and animation teams provide the unique synergy our clients require to break the mold and be truly cutting edge.

Being a part of IDEA, I take care of the Communication Design section such as Branding, Corporate presentation, Corporate Identity Package, Graphics for the Product Package. Website GUI; starting from client requirements, site map to look & feel of the website and many more.

### **Design Lead, Semaphore Software. October 2007 – February 2009**

Semaphore Software, which is part of Silver Touch Technologies Ltd. I had really good experience while working in this company as Design Lead. My role was to communicate with our offshore clients for any design brief, retrieve information and convert into the design brief (as most of the clients have no written brief unless you speak to them in depth). I was working specially for the offshore clients from US & UK based upon their time zone. Apart from that i was handling most of Semaphore Marketing Branding stuff

**T** +91 98980 29813

**F** abinash.mohanty@gmail.com

**w** [www.coroflot.com/abinash](http://www.coroflot.com/abinash)  
[www.abinashmohanty.com](http://www.abinashmohanty.com)  
[www.abinash.carbonmade.com](http://www.abinash.carbonmade.com)

such as Marketing Mailer, Card, Newsletter, Corporate Presentation and some of the Event Graphics such as CeBit & GiTex.

#### **Sr. Graphic Designer. Juriscape. January 2006 – October 2007**

Being a Sr. Graphic Designer at Juriscape I was working on various website projects along with Brand Identity, Marketing Mailers, Pilot Campaign, Website Landing pages, Stationaries and various Event graphics.

As as a Senior Position we ask client for the design brief and requirement and discuss within our team of 10 designers. For the mass production work i create the base/master design after getting approval from our client from US and assign to my co-workers for final artwork.

We were the set of 4 designers at the Senior most to handle all new task by taking calls with Client, Create brainstorming for the outputs and share ideas with client for more crisp solution.

#### **Graphic Designer. National Institute of Design. August 2005 – January 2006**

As a part of my Contract with NID i was working as Graphic Design Associate. During my 6 months period of time, i have worked upon Nid Admission Brochure, Poster, Young Designer Publication of 210 pages along with Taught Elements of Multimedia to Graphic Design Students of 3rd Year.

#### **Graphic Designer. Sunray Designs Pvt. Ltd. August 2004 – January 2005**

I am working with Sunray Designs for 6 months based upon a huge project; Manage ( a skincare system for men) that contains from brand identity, brochure, poster, pop materials to the cross platform multimedia cd rom for the skincare product range. Apart from that i have also worked upon couple of other in-house projects during that period.

#### **Graphic Design Intern. Bennett, Coleman & Co. Ltd, the proprietors of The Times of India. March 2003 - May 2003**

The scope was to re-design a Teenager magazine called Femina Girl and create a master style sheet in Quark Express.

### **Freelance**

As a freelancer i worked upon various projects to update both skills as well as my knowledge database.

T +91 98980 29813

F abinash.mohanty@gmail.com

w [www.coroflot.com/abinash](http://www.coroflot.com/abinash)  
[www.abinashmohanty.com](http://www.abinashmohanty.com)  
[www.abinash.carbonmade.com](http://www.abinash.carbonmade.com)

### **IIJS (India International Jewellery Show 2006)**

Description:: Visualization of the entire huge exhibition panels with individual student visiting card, Brochure, A4 promotional Ad for magazine

Client:: NID, Ahmedabad

Media: Print/Exhibition

Technology used: Adobe Illustrator, Photoshop, InDesign

### **CHAOS MOKSHA (2006)**

Description:: Create Identity for Chaos 2006; Moksha, Brochure, Ticket Design, Print Banner, Flash Website

Client:: IIM, Ahmedabad

Media: Print/Web

Technology used: Adobe Illustrator, Photoshop, Corel Draw, Flash

### **CARAM**

Description:: Develop a shopping cart website for listing Jewellery, Diamonds, Rubies, Sapphires.

Client:: Caram.de, Germany

Media: Web

Technology used: Flash & Photoshop (coding part is not included)

URL: [www.caram.de](http://www.caram.de)

### **Dhandia Jewellers**

Description:: Develop a shopping cart website for listing Jewellery, Diamonds, Rubies, Sapphires.

Client:: Manoj Dhandia, Jaipur

Media: Web

Technology used: Flash & Photoshop (coding part is not included)

URL: [www.dhandiajewellers.com](http://www.dhandiajewellers.com)

### **All live website links..**

[www.parijatstudio.com](http://www.parijatstudio.com)

a website on block printing

[www.wagerville.com](http://www.wagerville.com)

a betting site

[www.caram.de](http://www.caram.de)

a Gemstone and Jewellery website made in multiple languages

[www.dhandiajewellers.com](http://www.dhandiajewellers.com)

a Jewellery website

<http://www.linkmailing.co.uk>

a website for digital print and direct mail

<http://www.gfim.com/>

**T** +91 98980 29813

**F** abinash.mohanty@gmail.com

**w** [www.coroflot.com/abinash](http://www.coroflot.com/abinash)  
[www.abinashmohanty.com](http://www.abinashmohanty.com)  
[www.abinash.carbonmade.com](http://www.abinash.carbonmade.com)

a UK based website on Global Foundation for Integrative Medicines

<http://www.gfim.com/event/>

Global Foundation for Integrative Medicines Conference

## **Software Skills**

Adobe Indesign cs3, Adobe Photoshop cs3, Adobe Illustrator cs3, Corel Draw x3, Adobe Page Maker 7, Macromedia Flash 8 with (basic scripting), SwishMax, Discreet 3D Studio Max (with basic Modeling, Lighting & Rendering), Discreet Plasma, Leap Office, QuarkExpress, Adobe Acrobat 7, Power Point (ms office xp & mac os x 2004), Sound Forge 6

## **OS Platform**

Mac OS X 10.5.7 Leopard/Tiger

## **Software Skills**

Adobe Indesign cs3, Adobe Photoshop cs3, Adobe Illustrator cs3, Corel Draw x3, Adobe Page Maker 7, Macromedia Flash 8 with (basic scripting), SwishMax, Discreet 3D Studio Max (with basic Modeling, Lighting & Rendering), Discreet Plasma, Leap Office, QuarkExpress, Adobe Acrobat 7, Power Point (ms office xp & mac os x 2004), Sound Forge 6