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Ads. Doodles. Scribbles. Painting. Mural. Animation.  
Art runs in all forms in my DNA.

It is this love for art that has seen me grow as a passionate advertising professional in some of the best agencies across India and UAE. Over the years, I've showcased my skills in creative direction as well as execution of high-quality campaigns for top-class brands.

Traditional, digital or social - I seamlessly blend my expertise across all forms of media by effectively coordinating with cross-functional teams ensuring the quality, and timely delivery of campaigns.

Come, take a look at what I mean:  
[www.praveen-raj.com](http://www.praveen-raj.com)

## EXPERIENCE

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Dubai, UAE

**Creative Group Head - Art**

May 2014 - Till date



Bangalore, India

**Creative Controller - Art**

Mar 2013 - Dec 2013

### Rediffusion -Y&R

Bangalore, India

**Creative Partner - Art**

Sep 2010 - Feb 2013

### TBWA \ INDIA

Bangalore, India

**Creative Supervisor - Art**

May 2008 - Aug 2010

### IDENTITI

Cochin, India

**Jr. Visualiser to**

**Sr. Art Director**

Apr 2003 - Jul 2008

## SKILLS

- ▶ Ideation, supervision and execution across digital, print and TV media
- ▶ Excellent management of coordination with photographers, film directors and printers
- ▶ Advanced Photoshop and extensive Illustrator skills
- ▶ Strong layout and design aesthetics
- ▶ Solid grasp of colour theory and palettes
- ▶ Planning and execution for photo shoots and TV commercials
- ▶ Adobe Illustrator
- ▶ Adobe Photoshop
- ▶ Adobe Indesign
- ▶ Adobe After Effects
- ▶ HTML, JavaScript

## BRANDS

- Nissan
- Nikon
- Apple
- Lenovo
- Infiniti
- Renault
- Himalaya
- Britannia
- IFFCO
- The Home
- Arrow
- Cleanco
- Baskin Robbins
- Al-Ain Dairy
- Swiss Arabian Perfume

## EDUCATION

Certificate in Web Designing

Oscar Cultural Institute,  
Dubai, UAE.

Diploma in  
Computer Science

Lakhotia Computer Centre,  
Palakkad, Kerala, India.

Maintenance and Operation  
of Bio-Medical Equipment

Govt. Vocational Higher  
Secondary, Ottapalam,  
Kerala, India.

## LANGUAGES

English, Hindi, Malayalam, Tamil  
(read/write/speak)

Arabic (read/write-beginner)

## INTERESTS



Art & Crafts



Cooking



Photography