



I have had the opportunity to collaborate with Fortune 500 companies such as Tata Communications, Lumen, JLL, Vodafone, American Express, Sodexo, Microsoft & more.



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SOFTWARE EXPERTISE

Illustrator

After Effects

Premiere Pro

Photoshop

Cinema 4d

Figma

EDUCATION

Birla Institute of Technology

Bachelor of Science (B.Sc.), Animation, Interactive Technology, Video Graphics and Special Effects · (2009 - 2011)

Singur Mahamaya High School



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Tanoy Das

ART DIRECTOR • ILLUSTRATOR • MOTION GRAPHIC
ARTIST • BRANDING SPECIALIST • PRODUCT DESIGNER

An art nerd with an 11-year journey, specializing in diverse creative projects including Promotional videos, Illustration campaigns, 2D and 3D product videos, UI design, Brand identity, Concept art, interactive VR projects, and marketing collateral.

DOMAINS OF EXPERTISE

B2B - FMCG - GAMING - TECH

HSV Digital

Art Director

Jun 2023 - July 2024

Worked with marketing team on inbound and outbound marketing to generate leads for various campaign with Microsoft (recently:effective mailer campaign on Microsoft copilot launch).

Worked on different Branding campaign, Mailer campaigns, Promotional collateral, podcast recording, editing,Interactive videos with Microsoft.

Key responsibilities

Animated podcast, Email design, eBook, Business collaterals

Digital Apple

Art Director

Sep 2018 - May 2023

Responsible for planning, guidance & executing the project from start to finish. I lead different groups of talented designers, animators, and developers on various projects ranging from Stock-based animation, Illustrations, 3D Storytelling to Metaverse, websites, interactive pages, and applications.

I've had the opportunity to work alongside Fortune 500 companies such as Tata Communications | Lumen | JLL | Vodafone | American Express | Sodexo and many more.

Key responsibilities

Art Direction, Motion Graphic, Illustration, Team management, Business collaterals

Stickpool Club Pvt Ltd.

Game Artist, UI Artist

Dec 2017 - Jun 2018

Worked on concept art, 2D props for slot games, character design, background illustration, gui,marketing collaterals.

Key responsibilities

2d game prop, Concept art for slot games, character design

CreatioSoft

Game Artist, UI Artist

Sep 2017 - Nov 2017

Worked on concept art, character design, bg illustration, gui,marketing collaterals.

Key responsibilities

2d game prop, Concept art for slot games, character design

Indospirit Group

Creative designer
Mar 2016 - Mar 2017

Got a chance to work with a bootstrap company, a chain of bar restaurants (BarShala), starting from scratch. Collaborated with a diverse team on in-house branding, launching numerous restaurants all over Delhi.

Key responsibilities Branding, Mascot design, Marketing design

Wacom India Pvt Ltd

Creative designer
Nov 2013 - 2016

I worked with the marketing team for Northern India, where my key responsibilities included creating in-house business collateral, social media banners, posters, and merchandise. I also provided training on how to use Wacom stylus in digital media.

Key responsibilities Branding, Mascot design, Marketing design

V R Playing

Game Artist, UI Artist
2013 - 2013

I worked on illustrations for a learning indie game project targeted at kids aged 5 years and younger. My responsibility was to create graphics such as game props, backgrounds, and set the color theme.

Key responsibilities 2d game prop, Concept art for slot games, character design

Noida News

Creative designer
Jan 2010 - Aug 2012

Worked as an illustrator on comic strips, Book cover, video editing. Used both traditional medium and digital medium for art.

Key responsibilities Branding, Mascot design, Marketing design