KUMAR ADITYA

Brand Designer and Art Director

162-A Govind Nagar (West) Vaid Adinath Pareek Marg, Amer Road, Jaipur 302002 (Raj) India.

contact@kumaraditya.art

+91-8233288399

www.kumaraditya.art

A brand designer and art director with over 6 years of experience and the founder of Artochanics Studios, a design and animation agency. Extensive experience in identifying and resolving complex issues for brands and create original concepts for businesses, as well as give them a new image in the marketplace. 5 years of expertise in guiding design students at the arena animation institute and taken seminars and workshops on design thinking and design software at various colleges and institutions.

EXPERIENCE 💼

June 2016 - January 2023

Founder

Artochanics Studios

- Establish and manage a graphic design studio that aims to assist companies in brand development.
- Super head visual identity including brand designing, And Develope creative advertising content for various media, including catalogue, menus, business cards, flyers, posters, t-shirts, and product packaging while ensuring maximum brand awareness of Target audience/market.
- Conceptualize logo design, UI/UX and brand photography.
- Expertise in enhancing client's corporate image to ensure profitability. Solve complex problems for brands and develop creative solutions.
- Creative direction for project and trainings to teams for concluding clients requirements.
- Direct interaction with clients and team for fulfillment of the project.
- Expertise of multiple designing softwares, to achieve refine and serve with the best to clients.

July 2016 - Running

Faculty of Graphic Design

Arena Animation Institute

- Providing guidance to students and working professionals in order to help them enhance their careers in graphic design.
- Providing opportunities for students to present their work by organising the largest digital art exhibition in Rajasthan, "AMAZE," with the arena animation institute's team with Mrs. Rolika Singh (Director Arena Animation)
- Helps students develop their design portfolios and prepares them for both national and worldwide design competition.

EDUCATION 🎓

July 2012- June 2015

Bachelor of Science (Animation &Visual Effects)

Zee Institute of Creative Arts (Himgiri Zee University, Dehradun)

EDUCATION

April 2011 - May 2012

Senior Secondary Education

Maheshwari Public School, Jaipur

April 2009- May 2010

Secondary Education

Maheshwari Public School, Jaipur

AWARDS

July 2015

Aesthetics 2015

Award for Best 2D Animation Movie on National Level

The Aesthetics 2015 Competition was a contest for the creation of animated movies, and I participated in it as an artist who specialises in illustration and compositing. There were a total of 42 teams that participated and presented their work. These teams came from all around India and demonstrated a variety of animation techniques and ideas that they incorporated into their films. Mumbai was the location of the event.

April 2011

NASA Ames Space Settlement Design Contest

3rd Position on International level

The NASA Ames Research Center and the National Space Society sponsored the annual design competition known as the NASA Space Settlement Design Contest in which I worked with a team of six people as a Concept Artist, Graphic Designer and 3D Modeler to design a pseudo planet and designed a book for NASA and NSS (USA). We sent a report to NASA Ames, and the reports are evaluated by experts in the field of aerospace. Moreover, prizes were granted for literary and creative excellence. Al Globus served as the event's director. The event took place in Moffett Field, California (USA)

May 2011

Compudon

Recognized as Microsoft Office Specialist for Power Point 2007

Microsoft, in collaboration with compudon, offers users the opportunity to demonstrate their expertise in the use of various Microsoft Office programmes through the provision of a platform. I was given the chance to take part in this competition, and after competing in and passing various phases of the Power Point certification exam, I am now recognised as an expert in Microsoft Office Power Point.

July 2011

Business Plan Competition

Best Product Design Award

A business design competition in which the contestants were asked to develop creative products for business purposes with lowest investment and expenses, for which I designed a portable cycle shed to guard against severe rainfall as well as from sunrays.

SEMINARS & WORKSHOPS

November 2022

S.S. Jain Subodh P.G. College
Seminar Graphic Design Tools And Tricks In Freelancing

Provided a session on graphic design tools and freelancing to girls; more than 200 faculty members from the bca department also attended this seminar; during the course of these two hours of seminars, students learn about the future of freelancing through various platforms

January 2022

Shri Mahaveer College (Dept. of Computer Science)
Workshop on Digital Photo Manipulation in Adobe Photoshop

Presented a workshop on digital photo manipulation using Adobe Photoshop to college students and their instructors. More than one hundred students participated in the workshop, and they learned how to visualise concepts and bring them to life on a digital canvas using Photoshop. Primarily focused on colour grading, lighting, and composition.

July 2021

Shri Mahaveer College (Dept. of Computer Science)
Seminar on Graphic Design and its Industry

A seminar on graphic design and its industry was presented to around 400 students. The seminar's primary objective is to deliver information on industry growth in the next years and its broad future. This 2-hour seminar was attended by college professors and deans.

February 2020

Banasthali University (Dept. of Journalism and Mass Communication)
Seminar on Design Thinking and UX Design

University students were given a seminar on design thinking and user experience design, in this 2 days seminar more than 350 students attended this seminar in order to learn how to design in accordance with market requirements and target customers, as well as how to solve problems and develop the right user experience for customers.

February 2020

Banasthali University (Dept. of Journalism and Mass Communication)
Workshop on Digital Illustrations in Adobe Illustrator and Photoshop

The 2 days workshop was given to students on how to work with Adobe Illustrator and Adobe Photoshop, as well as how to apply design principles and the elements of those designs to send the appropriate message to the intended audience. helped with the creation of advertising posters, brand identities, and logos for them.

December 2019

Maheshwari Public School
Seminar on Graphic Design and Multimedia

Presented a session on graphic design and multimedia to a group of about 200 students. School faculty and committee members also attended the lecture.
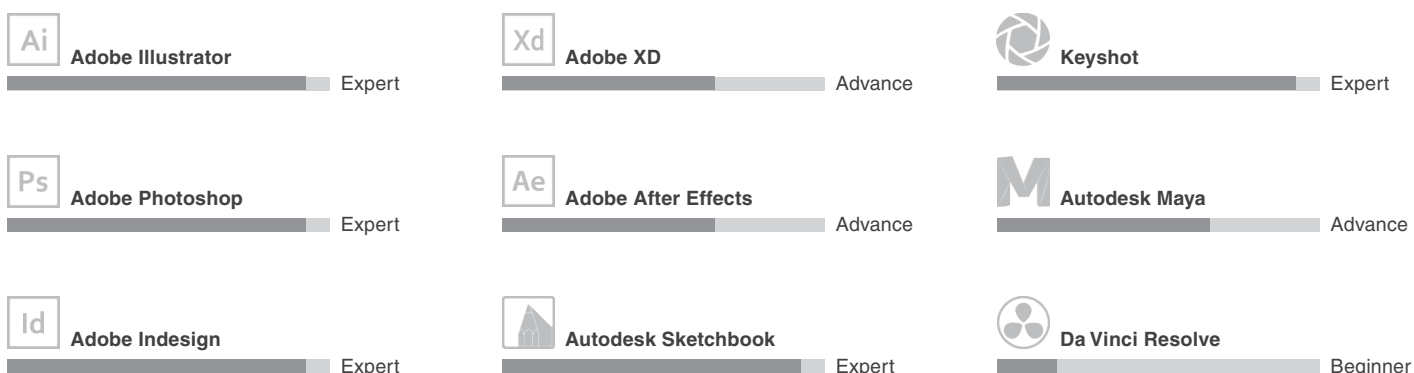
JURY

March 2017

(IIIM) International School of Informatics & Management
Jury for Annual Managment Fest - "MOSAIC 2017"

Invited to serve as a judge for the 19th inter institute annual management fest - Mosaic 2017, specifically for the conceptual illustration art on canvas category. The event featured the participation of 35 management institutes from all over the country.

TECHNICAL SKILLS

Ai **Adobe Illustrator** — Expert

Xd **Adobe XD** — Advance

Keyshot — Expert

Ps **Adobe Photoshop** — Expert

Ae **Adobe After Effects** — Advance

Autodesk Maya — Advance

Id **Adobe Indesign** — Expert

Autodesk Sketchbook — Expert

Da Vinci Resolve — Beginner

SOFT SKILLS

- Always emphasise **Visual And Verbal Communication** to help clients understand their solutions.

- Gave attention to each and **Every Detail** of the design in order to ensure that each design could be perfected on a **Technical, Creative, and Logical Level.**

- Always **Willing to Take Feedback** from the customer or any senior staff member in order to improve the quality of every piece of artwork and design.

- **Time Management** is essential for me to finish tasks within the allotted amount of time and to **Motivate Other** members to accomplish their work within the allotted amount of time for them.

OTHER SKILLS

CONCEPT ART	Intermidiate
PRODUCT DESIGN	Advance
UI/UX DESIGN	Advance
DIORAMA ART	Expert