

RACHIT KHATRI

Creative Director

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Pune, INDIA

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EXPERIENCE

Creative Director

One2one Studios

01/2016 - 01/2024 Pune, India

- Led One2one Studios focusing on branding, digital marketing, and multimedia production
- Directed a team of 15+ designers, copywriters, motion artists and strategists, fostering innovation and delivering creative solutions
- Managed high-profile client relationships and maintained long-term business relations
- Demonstrated strategic leadership, creative direction, business development, and project management resulting in constant company growth of about 10-12% yearly
- Launched successful branding and marketing campaigns for diverse industries
- Managed budget allocation and resource management for optimal project outcomes
- Conducted market research to inform campaign strategies and drive growth

Sr. Visual Designer

MYS Studios Pvt. Ltd

01/2013 - 01/2016 Pune, India

- Designed and developed visually captivating, user-friendly interfaces, enhancing user experience aesthetics
- Collaborated with developers, product managers, and stakeholders to align designs with project goals and user needs, ensuring timely, high-quality solutions
- Conducted user research, including surveys and usability testing, to inform design decisions and address user pain points
- Utilized industry-standard design tools (Sketch, Figma, Adobe Creative Suite) to create wireframes, prototypes, and high-fidelity visuals, streamlining the design process and improving accuracy

Sr. Visual Designer

Meine Kuche Pvt. Ltd. I

01/2011 - 01/2013 Pune, India

- Improved design quality by 30% resulting in increased client satisfaction by creating visuals for web and print media
- Developed brand strategies through visual communication planning
- Managed social media and created marketing campaigns
- Gained expertise in user-centric design, project management, and industry tools
- Leveraged Adobe Creative Suite for design projects

STRENGTHS

- ✓ Attention to Detail
- ✓ Process Driven
- ✓ Work Load Planning & Management
- ✓ Team Management
- ✓ Communication & Presentation Skills
- ✓ Budget Planning & Management
- ✓ AI Adaptation & Integration

SUMMARY

Creative Director with over 13 years of expertise in creative direction and visual design specializing in brand development & strategy.

Dynamic and innovative Creative Director with over 13 years of experience in the creative industry. Renowned for transforming brand communication, I specialize in comprehensive brand development and communication strategies. My proven track record includes leading cross-functional teams to deliver compelling visual and narrative content that drives brand growth and engagement. Adept at managing high-stakes projects from conception to completion, I excel in fostering collaborative environments that inspire creativity and innovation. My attention to detail and commitment to continuous learning to ensure that I stay ahead of industry trends, delivering cutting-edge solutions that resonate with target audiences. Committed to pushing creative boundaries and delivering impactful solutions. Proficient in market research and project management, ensuring optimal resource utilization and client satisfaction.

Seeking a Creative Lead/Director position at a forward-thinking company to support your mission of delivering innovative and effective creative solutions through strategic leadership and multimedia production expertise.

SKILLS

Adobe Creative Suite

Brand Development

Creative Direction

Visual Communications

Brand Strategy

Strategic Planning

Project Management

Presentations

AI (Artificial Intelligence) Integration

Cross-Functional Team Collaboration

Campaign Planning & Multi-Channel Marketing

Budget Management

Client Relations

Digital Marketing

Market Research

Team Management

Wireframes

UI/UX

WORK LINKS



Portfolio Link

[Click here](#)

Get a glimpse of the design direction & projects I have led



Website Link

[Click here](#)

Led one2one studios for 8 years as a Creative Director & all projects till date have been delivered under my supervision & direction



Instagram Link

[Click here](#)

Led one2one studios for 8 years as a Creative Director & all projects till date have been delivered under my supervision & direction

FIND ME ONLINE



CV Website

<https://www.rachitk.work/>



LinkedIn

<https://www.linkedin.com/in/rachitkhatri121/>

LANGUAGES

English

Proficient



Hindi

Proficient



Punjabi

Proficient



EDUCATION

Specialization Animation & VFX & Design

Frameboxx

01/2009 - 01/2011 Frameboxx, INDIA

Bachelors In Commerce

Symbiosis College of Arts & Commerce

01/2006 - 01/2011 Pune, India

Primary to Higher Secondary Schooling

The Bishop's School

01/1996 - 01/2006 Pune, India