

Ronak Naik

Visual Strategist & Creative
Director

Curriculum Vitae

EXECUTIVE SUMMARY

Co-founder, Director and Designer living and working in Mumbai with 10+ years of hands-on experience in Strategic Brand Communication Design & Digital Film Production. Extensive knowledge in producing brand communication content for small, medium and large businesses, agencies and global brands.

Experience across the diverse industry sector includes Hospitality, Retail, FMCG, Education, Real Estate, Automobiles, Healthcare, Music, Trade Show Expositions, Corporates, Tourism, Not For Profit & Fashion. Guided an extensive team of creatives in business strategy, naming, graphic design, photoshoots, video-works and digital marketing taking a holistic and multidisciplinary approach to achieve brand clarity as well as communication weaknesses.

Strength in leading a creative team through a variety of projects across all platforms in film production, digital, design and print. Skilled in hiring, training, supervising and mentoring talent. Can offer strategic thinking for civic branding projects.

Expert in Marketing and Design expertise, Project management, Innovative thinking, Interpersonal skills, Presentation skills, Understanding of tools of the trade, Branding, Graphic Design, Art Direction, Identity Design, Concept Design, 360 Degree Branding & end-to-end film production with ability to define and execute a project calendar and deliver assignments on-budget. Passionate about narrative substance and human stories.

PROFESSIONAL EXPERIENCE & CAREER HIGHLIGHTS

Seasoned Professional & Design Consultant | Mumbai, India

July 2019 – Present

Consultant & Visual Designer | NYUCT Design Labs

Successfully managed digital projects from initial ideas through completion, on brand and on time across sectors like Hospitality, Tourism, Venture Capital, Healthcare, Technology, Not for profit & F&B, under the mentorship & a team of Industry professionals with a collective wisdom and experience of more than 188 years. Been a part of several IPs and innovations developed & tested at our design lab. A dependable and proactive team member, I maintained and improved the visual aesthetics under the instructions from the stakeholders vision for the brands. The output consisted of 80% digital and 20% print. Apart from this I have been a part of place branding, content and design projects across several addresses and regions.

Passion Projects (Civic)

My interest in civic adventures have helped me land on work for the Mumbai Street Lab project (World Resource Institute) which dwelt on the transformation of key streets in Mumbai through innovative and creative street design solutions. This was a collective collaboration of urban designers, architects and the Municipal Corporation of Greater Mumbai (MCGM).

Was a part of the Wikipedia SWASTHA (Special Wikipedia Awareness Scheme for The Healthcare Affiliates) initiative, a special project to promote healthcare awareness amongst local communities with the help of existing healthcare affiliates. My previous experience with Pratham – an empowerment program for women in Madhya Pradesh, helped me illustrate my desire to leverage design and content to impact for a better civic life.

Co-Founder | Eatable Editions | Mumbai, India

October 2020 – Recent

Started this platform with Neeraja Dhorde, EATABLE EDITIONS is a food design collective born out of the need to stay connected with the global community of food designers, researchers, artists and anthropologists. EATABLE EDITIONS collaborates with a number of stakeholders in the food systems across the world to initiate a dialogue about food cultures, systems and food futures. We curate food forums, eating experiences, virtual dinner sessions and are an open source library of ongoing research. Being a global community, we connect with a range of professionals in and around the food design domain. A publishing platform, we also help to amplify the voices of food researchers and designers.

PROFESSIONAL EXPERIENCE & CAREER HIGHLIGHTS

Co-Founder, Director | Brown Book Studios/Designs | Mumbai, India October 2013 – July 2019

Brown Book Studios Pvt. Ltd. (2013 - Present) is an all-inclusive Film Production Company, based in Lower Parel, Mumbai, specialized in brand visual ecosystem design, brand strategy, innovation, digital films & social media trends. Brown Book Designs (2017 - Present) is a multi-disciplinary Design Studio meant to fix complex problems for clients through human-centered design processes.

Creative Direction, Leadership, and Design-led Communications:

Taj Hotels, Resorts, Palaces & Safaris : Shaped and led the creative vision for the Taj Gateway Hotels' film communications project for "Done in 60 seconds" series of films from concept to execution level covering 18 properties of Taj Hotels Pan India.

Samsung J7 Series : Effectively managed all creative deliverables for Digital Campaign Communications for Samsung J7 Series, India Launch. Produced 13 creatives consisting of 9 Facebook Innovation & Carousel films and 4 Cinemagraphs. Executed full-scale green screen film production with a crew of 26 people including cast.

Adobe : Oversaw visual direction and post production for Adobe - XML Documentation film, shot at Adobe Delhi Campus explaining the product's functionality through a mix of stock tapes & motion graphics.

Audi : Conceptualised & produced full scale digital film for AUDI India for 'Audi Q5 - The Spontaneous Road Trip' in collab with BBC TopGear India.

CEAT : Furthermore, the focus on an award-centric passage in film category lead us to execute a guerilla shoot campaign for Ogilvy's CEAT Happy Roads. The project grabbed huge visibility online as well as extensive recognition.

Metropolis Healthcare : Planned, produced & achieved a present-day style of storytelling in film for Metropolis Healthcare, unusual in healthcare segment, under the campaign 'Fever Fighters'. The campaign targeted 4 Tier I cities, 18 Tier II cities, released in 3 different languages with theatre releases & bumper films.

VH1 Supersonic 2017 : Produced Aftermovie with a sizable team of 7 DOP's, Jib cranes, Flycams, documented more than 20 EDM artists at the three days event in Pune, India. Executed time-slice (bullet-cam) setup at a live music concert, first time to be executed in the Live Indian-Music Festival.

Toyota : Developed and implemented different style of automobile review film narrative for BBC TopGear India for Toyota producing films for Toyota Yaris & Toyota Fortuner within tight budgets and deadlines.

Godrej Yummiez : Solo producer for B2B market film for Godrej Yummiez Stop Motion film for their two new variant releases.

IIIC : The Indian Institute of Infrastructure and Construction : Creative direction & design team lead, designing end to end collaterals & additional communication materials leading to brand exposure on-line as well as off-line.

The Linen Way : Curated the visual strategy development of an apparel startup THE LINEN WAY leading to online visibility & organic growth. Planned & oversaw rollout of brand creatives on social media, across all digital marketing touchpoints, regional & domestic.

Kalon Hola Miel : Oversaw all creative development & visual communication materials, led and mentored staff designers, developers & freelance digital artists to produce full scale packaging collaterals for Kalon's Hola Miel Honey by the side of corporate collaterals.

Brand Development and Brand Management:

HGH India : Led in-house brand communications efforts to draw the master look for the tradeshow HGH India for its 2020 campaign along with media kit collaterals.

EmpowHER India : Formed and guided creative strategies and communication to create & enhance brand recognition through direction and supervision of all design communications materials for EmpowHER India. Completing our third project for the NGO-projects range.

Surily Goel : Executed Brand ID redesign activity for well known Fashion Designer & Stylist Surily Goel. The project was inclusive of complete brand collaterals re-designing as well as production.

ReStore : Conceptualised & executed brand identity (including naming) & derived complete store look for an upcoming chain of Retail store (show rooms) in Mumbai catering telecom, banking & passport services under one roof.

Film Direction and Mediagraphy :

Godrej Professionals : Conceptualized pitch for Godrej Professionals Color Play Series as well as Directed three films, packaged with Technical & Education Ambassadors demonstrating the hair coloring techniques. Executed a present-day style of storytelling for tutorial films.

Taj Theog, Shimla : Led creative direction & post production for producing a Destination Marketing film for Taj Hotels Resorts Palaces & Safaris, Theog under the film concept 'Theog, Beyond Shimla'.

PROFESSIONAL EXPERIENCE & CAREER HIGHLIGHTS

OnePlus : Directed & filmed the OnePlus McLaren Edition launch-show in Mumbai which was shot on OnePlus 6 phones for Shobiz Events. The second event being the launch of OnePlus 7 at Bangalore filmed in similar format.

Brintons Carpet : Conceptualised & produced visual based marketing film for UK based Carpet firm Brintons Carpet in displacement mapping technique showcasing their creations by transforming project photographs to motion frames.

VH1 Supersonic Webseries : Led Creative Direction & Post production for VH1 Supersonic Webcast series - WEBSONIC, hosted by Nikhil Chinapa.

TVS Motors : Post-Produced an endurance ride for TVS Motors. Guerilla-captured the whole process of ride from its Hosur Plant (Bangalore) to Nalagarh (Himachal Pradesh), a non-stop ride for three days on TVS-Victor.

Aditya Birla Group, Pratham : Conceptualized, filmed & post-produced an edu-film for PRATHAM under their campaign 'Second Chance'. This being our second project under the NGO-project range.

Gulliver's India : Oversaw Creative direction in film, documenting Vasant Utsav, a festive tribute to a 300 year old temple dance & vedic scholars, still alive today in Mylapore, Chennai, India.

Plum Goodness : Executed full scale digital film for the most selling product Kohl Kajal for Plum Goodness under cosmetics segment.

Social Media, Web & Corporate Engagement :

The Linen Way : Developed and executed implementation of social persona and new graphic content strategy which led to increased brand awareness for THE LINEN WAY by 40% through the use of social media and helped maintain a presence on the web.

Aditya Birla Group : Produced short animation films for in-house B2B communications from scripting to motion.

Founder | BERW | Goa, India

2015 – Present

BERW is an independent, small scale design studio producing a range of minimal designed leather products. We have been operating in Mumbai for over four years, quietly honing leathercraft and refining our products. All of our products use sustainably sourced leather from Kanpur & are stitched and manufactured using age-old traditional leather working techniques by the experts themselves from Sion, Mumbai, India.

Co-Founder | Cocksure Design Studio | Goa, India

January 2015 – October 2016

Cocksure is a creative agency co-founded in Goa, India, meant to craft visual based and promotional communication materials for local, national, and international consumer companies as well as it undertakes extensive Brand ID exercises & filmworks.

EPIC Channel : Propelled sketches into motions for the famous TV Channel EPIC's television series Raja Rasoi Aur Anya Kahaaniya of by consistently developing highly effective series of illustrations.

HRX : Conceptualised & Developed Brand ID Pitch for HRX By Hritik Roshan.

Taj Connemara, Traya, Pluslane, NYUCT, Gymtrekker : Generated an unconventional approach to B2B visual communications, helping clients break through the clutter and established their presence in their respective fields catering to Corporate, Healthcare & Fitness, Real estate & IT sectors.

PPTea & IconsBazaar : Developed two sub-companies under Cocksure. Designed extensive range of presentations ranging from static, dynamic & motion under PPTea. Whereas developed first stage prototype of online platform of stock site for icons under IconsBazaar.

Partner, Creative Head & Designer | WKD | Mumbai, India

June 2014 – December 2017

WKD was a quirky apparels and contemporary product startup which had a range of t-shirts, boxers, glares, slippers, laptop stickers, phone covers, bags and many other things, all available at the online buying portal.

Introduced a bold design approach, as a lead, to all its products, representing the young and confident consumer of the urban India. Also supervised designers, administrative assistant, and various outside vendors.

PROFESSIONAL EXPERIENCE & CAREER HIGHLIGHTS

Delivered digital part of the communication consisting of social media integration, Visual enhancements, Order management, pricing & outsourcing, knowing shipping standards for pan-India, multiple payment gateway integration, making it more convenient for the end users.

Designer & Art Director | Thatzit | Mumbai, India

March 2011 – October 2013

Working parallel to studies, designed and art directed communications projects ranging from Brand ID, Motion Graphics, Filming, Documenting creative workshop process & encountered Multimedia Projects Handling & gathered extensive experience in executing concepts from start to completion

Solo designer for new acquisition, MANGO, a curated store for Art Materials.

Oversaw rollout of new brand ID system for Mango across website, catalogs, product design and corporate communications (completed in 6 weeks)

Worked upon Brand Marketing film for Taj Vivanta Coorg which won 3rd prize in ITB, Berlin.

Achieved extensive experience being a part of a large team of F5 - Refresh with young masters. Scope of work ranged from identity & branding to setting up posters, mailers & adjoining collateral materials as well as organising the whole event, be a part of the ground staff and follow-up with the speakers of the session.

Freelancer | Solo | Mumbai, India

2010 – 2016

On-ground creative and cast for **Goa Ad Fest 2011 TVC**.

Designed and delivered website for a Mumbai based motion-graphics production house **Fire-Fly**.

Created Brand ID for imitation jewelry boutique store, **Nakhrey**.

AFFILIATIONS

Visiting Lecturer | Sir JJ Institute Of Applied Art | Mumbai

2014 – 2016

Instructor for Professional design practices, offering design thinking & development, self-marketing skills, presentation proficiency & preparation of written materials, offering insight and practice in the creative design process. Emphasized on the design and presentation of portfolio-ready advertising campaigns for actual client use.

ANALYTICAL SKILLS

- Slick attentiveness in visual hierarchy, design language, visual assets and presentation materials
- Skilled at observing improvements as well as identifying possible weaknesses in brand communication
- Cross-functional team leadership experience with sound multitasking & good time management skills
- Lead in visual design strategy for multiple projects concurrently
- Can translate client's strategic goals/objectives into creative visual & video based solutions
- Acquired detailed knowledge in understanding target market requirements
- Proficient in tackling challenging situations with strong ability to manage stress during critical periods
- Efficient in formulating strategic design communication plans, critical thinking ability and researching
- Effective in managing creative processes seamlessly & prioritizing tasks according to importance & urgency
- Direct the team toward design solutions that meet client objectives, strategy, aesthetics and stay on budget
- Elevate team members with positive leadership, knowledge sharing and building skills
- Taking ownership for teams and work from conception to production
- Familiar with delegating responsibilities based on individual capabilities
- Readiness to travel annually, domestically and internationally
- Research and recommend resources & other expertise from the close chain of collaborators & collective

SOFTWARES

Adobe Creative Suite, Da Vinci Resolve, Microsoft Office, Keynote, Mac OS, Windows,

EDUCATION

Sir JJ Institute Of Applied Art, Mumbai, India
2009 – 2013

BFA in Visual Communications.
Major : Typography

REFERENCES

Available upon request

CONTACT

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