Abhishek Karmakar

English | Hindi | Bengali
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Creative and detail-oriented Visual Designer with a successful track record in managing design teams and delivering innovative branding and user experience solutions. Known for a strong **architectural and design background,** committed to impactful visual communication through typography, illustration, and cutting-edge design practices.

Sample Work : **Abhishek's Portfolio**

Education

- **Master of Design (DRE), National Institute of Design, R&D Campus, Bangalore | 2014 — 2017**
- **Bachelor of Architecture, GGSIPU, New Delhi | 2007 — 2012**

Work Experience

Design Manager, Reliance Retail (Milkbasket), Gurgaon | August 2021 — Present

- Lead and mentor a **multi-disciplinary visual design team** spanning branding, digital campaigns, and app UI/UX.
- Spearhead **360° marketing initiatives** (OOH, TVCs, and digital) that established brand authority across **150k+ households**, driving **transition to standalone market profitability**.
- Directed **visual strategy** for key product launches (e.g., Dainik Organik identity and in-app Hero merchandising), directly contributing to a **33% increase** in conversion and **25% boost** in mobile conversion rates.
- Champion **collaborative workflows** with Product, UX, and Marketing teams to launch **high-engagement viral campaigns**, including Cadbury (Valentine's Day) and Mumbai Indians IPL partnerships.

Rehired

Principal Visual Designer, Magicpin, Gurgaon | March 2020 — August 2021

- Led **cohesive branding** and **creative direction** for high-reach TV commercials, print ads, and integrated digital campaigns.
- Partnered with executive leadership to develop high-stakes **strategic pitch decks**, successfully **securing venture funding rounds**.
- Outlined **visual identity frameworks** for exploratory business ventures, enabling **rapid market testing** as the organisation expanded its merchant-network model.

Graphic Designer, Milkbasket, Gurgaon | March 2019 — February 2020

- Developed the **foundational brand guidelines**, marketing assets, and social media templates supporting **early-stage subscriber acquisition**.
- Executed high-volume digital and print campaigns, optimising **asset pipelines** to increase creative throughput by **40%**.
- Collaborated on **early app UI iterations** and promotional micro-sites, focusing on **visual hierarchy** and **checkout-flow conversion**.

Art Director, Home Road Films, New Delhi | October 2018 — February 2019

- Provided **end-to-end art direction**, visual theme development, and **production design** for **commercial TVCs** and narrative-led brand videos.
- Supervised **cross-functional production teams** (styling, lighting, set construction) to ensure conceptual and aesthetic alignment on set.
- Developed comprehensive **storyboards** and creative pitches, **securing commercial contracts** with high-profile retail and digital brands.

Ishan Khosla Design | March 2017 — September 2018

- Designed spatial wayfinding systems for the **National War Memorial**
- Created **exhibition identity and environmental graphics** for Indian Art Fair
- Produced campaign **posters for London Design Festival**
- Developed **book cover artworks** for HarperCollins, Pan Macmillan, and Penguin
- Delivered **web design** for Vana Foundation and Loka School

Ergonomic Research, Titan (Brand – Tanishq), Bangalore | June 2016 — January 2017

- Applied advanced **ethnographic and ergonomic research** methodologies to analyse **physical customer interactions** with Tanishq retail environments.
- Developed spatial and product **usability recommendations** based on **anthropometric modelling** to optimise consumer comfort and engagement.
- Collaborated with industrial design and retail teams to integrate research insights into physical layout designs and **visual merchandising fixtures**.

Internships & Graduate experience

Collaborated on the **colour scheme project** for the **Tejas high-speed train** & **Digital Humpi project** at NID

Print Design for **Bihar Museum**, Exhibition Design for Polish Institute, Brand Identity Design for 'Telegraph' Website at **Ishan Khosla Design**

1.5 years of experience as **architect** at Fountainhead & Skets Studios

Software Skills

Illustrator | Photoshop | After Effects | Premier pro | Figma & Fig Jam | Jira | Confluence | Claude Code | Mid Journey | Anti Gravity | Chat GPT | Adobe Firelfy | Luma AI | Codex

Expert Intermidiate Novice Learning

Publications and Awards

Silver Medalist Sanker's International Art Competition | Published In 'The Hindu' Color Scheme For Tejas (Indian Railway) | Published VMRD Mag' Article: Overhauling the cart' April' 16