

ARUN SHARMA

Senior Design Specialist

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EMAIL visualeyeye141987@gmail.com
LOCATION Noida, INDIA
EXPERIENCE 16 Years 0 Month

Key Skills

- Figma
- Motion Graphics
- Video Editing
- Graphic Designing
- UI/UX
- Team leading skills
- Managerial Skills
- Art and Craft
- Social Media
- YouTube
- Adobe Suite Creative
- Adobe After Effects
- Adobe Premiere Pro
- Photoshop
- Illustrator
- Camtasia
- Print Design

Education

B.Sc – MM - 2009
Sikkim Manipal University (SMU)

Certification

- UX & UI Design Course 2020
- Multimedia Specialist 2009

Languages

- Hindi
- English

Hobbies

- Swimming
- Origami
- Gaming

Profile Summary

With over 15 years of experience, I have held leadership roles across Design, UI/UX, Digital Marketing, Video Production, Online Advertising, and E-Learning. I bring a strong sense of responsibility, integrity, professionalism, and a spirit of collaboration. I lead with courage and accountability, actively listen to diverse perspectives, and embrace challenges head-on. I maintain clear and effective communication with leadership and have successfully managed a team of more than 10 members.

Work Experience

Senior Design Specialist

VDX.tv

05/2013 – Present

I focus on understanding ad serving, rich media, and the broader online advertising industry. I work closely with creative strategy and marketing teams to develop both mock and live ad campaigns. I collaborate with product teams to assess the feasibility of new concepts. I lead a team of 10 Designers, overseeing scheduling, and prioritisation. I'm also an active member of Fun task force, organising team outings, company trips, and internal programs. My work has received multiple appreciations for creativity and campaign performance.

Sr. Graphics Designer - MT

Genpact

05/2011 - 05/2013 (2yrs)

Managed a range of eLearning and web-based projects for international clients, including Etihad, GE Money, and AstraZeneca. Independently led multiple LMS projects. Acted as the user experience representative, translating client requirements into creative solutions. Created and maintained mock-ups, prototypes, specifications, and navigation flows. Supervised a team of six Senior Designers, overseeing daily work allocation and task management.

Extra-curricular Activities

Organising office Events such as,
Republic day: I've taken the lead in organizing a variety of vibrant office events, from planning to execution. For Republic Day, I managed everything-from conceptualizing the decor theme and delegating tasks to the team, to organizing engaging games, quizzes, snacks, and gifts, creating a festive atmosphere across the office.

Women's Day: One of my proudest moments was leading the Women's Day celebration, where I brought my creativity to life by crafting personalized gifts for every female employee. Each gift included a custom-designed greeting card, thoughtful goodies like chocolates, a useful gift item, and a specially designed photo booth for memorable selfies-making every woman feel truly celebrated.

Holi: I curated festive gift packs that reflected both the company's identity and the spirit of the festival. I handled everything from designing the gift box to final packaging, vendor coordination, payment processing, and ensuring smooth delivery.

Social links

<https://www.linkedin.com/in/arun-sharma-94320795/>

Portfolio

<https://www.behance.net/visualeye141987>

Graphics Artist

NIIT Limited

11/2009 - 05/2011 (1.6yrs)

Actively involved in designing Flash Animation for Rich Media Banners, Logo. Planning and designing layout of web pages and graphics for static / dynamic web pages, multimedia presentations using the web/multimedia tools; designing UI as per content of the website.

Current Projects

Workflow: Figma, Photoshop

Workflow is to manage campaigns from IO signing to campaign launch. I contributed by overseeing the entire UX and UI process, designing elements based on our discussions. My focus was on creating a clear, intuitive flow to ensure ease of use and understanding for all employees.

Sizzle reels: Photoshop, Adobe After Effects

This project is a strategic initiative aligned with the company's goals, focused on producing sizzle reels for all mock campaigns to showcase the benefits of our tailor-made video product. I am developing a templated approach for all verticals and sub-verticals, enabling teams to create these sizzle reels quickly, efficiently, and with consistency.