



Nelson D'souza

Creative | User Experience Strategist

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## EXPERIENCE

**Interactive Avenues** - Associate Creative Director, August 2016 - December 2018

- Be the User Interface & User Experience subject matter expert & Team Management
- Oversee all UI | UX projects from research to final delivery including Project Commercials
- Provide proactive contribution to clients' Business, demonstrating best-in-class interactive product (Innovation and Quality)
- Drive collaboration with other verticals to meet client's marketing objectives & ensure Integrated, Synergistic Creative approach.
- Partner & collaborate with other regional Creative Directors to ensure collaborative Creative Philosophy & Focus
- Fosters innovation and quality to ensure delivery of best Creative Product in the Industry

**Position2 Marketing** - Creative Supervisor, March 2014 - August 2016

- Responsible for the new business pitch - Creative perspective which includes cracking concept, creating Digital Campaigns, Design Theme & Mocks
- I am responsible for Creative Project Management & deliveries for a client on a Worldwide level
- I spearhead Creative Team delivering various Digital assets & Developing interactive campaigns for various Clients which includes Web production & day to day Digital as well as creative output. This role covers all stages of development including Brief, Design, Development Testing & final delivery
- Working on major Creative's design perspective which includes UI, Web design, Mockup, Print (Brochures & Catalogs) Flash Ad Animations, Story Board & Email marketing

**Ogilvy** - Project Supervisor, June 2012 - March 2014

- I am responsible for project deliveries for a Client on a worldwide level – Lenovo & various brands of a FMCG MNC
- For Lenovo, I spearhead the team delivering various digital assets & developing interactive campaigns for geographies that Lenovo operates in.
- Responsible for the delivery of Web production, & the day to day Digital & Creative output. This role covers all stages of development including Brief, Design, Development Testing and Final delivery
- Responsible for User Research, Information Architecture, Interaction & Visual Design, Prototyping, and User Testing across Web & Mobile products

**Planetsurf Creations** - Sr. Flash Animator, April 2010 - June 2012

- I was responsible for cracking end to end Design which primarily involving Web Design, Email Marketing, Banner Ad Productions & Animations
- Responsible for User Interface Visual Design

**Sundram Architects** - Consultant 2D Animator, May 2008 - April 2010

- I was responsible for creating Storyboard & Animations which primarily involving character animation in classical & cartoon style
- Creating Interactive animation for Flash web design

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## SPECIALITIES

User Experience Design

Usability Testing

Storyboarding

Low, High Fidelity Prototypes

Wireframing

Persona

User Research

Art Direction

Web Design

Animations

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## TOOLS

Adobe creative suite

Axure

UX Pin

Sketch

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## EDUCATION

**ITS Animation Training School**

Diploma in Animation Engineering

2005 - 2008, Karnataka. INDIA

