

NAMRATA MISRA

CREATIVE DIRECTOR • VIDEO PRODUCTION

Contact

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www.namratamisra.com

Education

Pratt Institute

2014-2016, New York

Digital Design & Interactive Media

GPA- 3.8

New York Film Academy

2013, New York

Digital Editing, Films

GPA- 4.0

MAEER'S MIT Institute of Design

2011-13, Pune - India

Communication Design, Film & Video

GPA- 3.0

Key Focus

Video Production

- Film Editing
- Motion Graphics
- 2D Animation
- Concept Art
- Storyboarding
- Coloring and Gradation
- VFX & Greenscreen
- Broadcast Design
- Sound Editing
- Motion Illustration

Creative Direction

- Design Compositing and Layout
- Illustration & Infographics
- Branding & Visual Identity
- Conceptual Development
- Social Media

Production Management

- Creative Direction & Communication
- Scheduling & Time Management
- Creative Writing & Narrative Building
- Ideation and Brainstorming
- Content Strategy & Messaging
- Project Co-ordination
- Process Analysis
- Creative Asset Management
- Quality Assurance

Tools & Softwares

Management - Asana, Slack, G-Suite

Adobe Creative Suite - Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Dreamweaver

MS Office - Word, Power Point, Excel

Digital Painting - Wacom, Procreate

Video Editing - Maxon, Final Cut Pro

Coding & Newsletters - HTML, Wordpress, Constant Contact, Mailchimp

Current Experience

Sacks Communications

Nov 2019 - Sept 2022, New York

Creative Services Manager

- Developed graphic elements, motion design, messaging, visual style, music, tone for video broadcast packaging.
- Created brand identity for print and digital collaterals such as program books, editorial covers, pitch presentations, etc.
- Supervised designers' key art & design to ensure brand consistency.
- Determined & monitoring production schedules, project deadlines.
- Formulated work-flow and streamlining production procedures.
- Reported progress of projects at their conception, production and execution stages to account managers and executives.
- Scheduled, recorded and directed webinar tapings.

Nov 2019- Oct 2020, New York

Senior Multi-Disciplinary Designer

- Conceptualized marketing and promotional collateral for both print and online distribution such as banner ads, slider videos, gifs, headers, etc.
- Programmed newsletters, press releases, e-blasts, event websites with HTML & CSS, etc.
- Established the brand, visuals, messaging and motion designs for virtual events and webinars.
- Managed and streamlined project schedule and timelines and co-ordinating with designers in the team.
- Created pitch presentations (including mood boards, covers & image presentations) and 360-degree design implementation.

Past Projects 2013 - 2022

Golden Milk Media

August 2021 - Dec 2021, New York

Video Post-Production Lead

Video editing | Audio editing and Voiceover Recording | Motion Graphics | Rotoscoping | Animation | VFX | Colour Grading

Rishab Rikhiram Sharma

April 2021-May 2021, New York

Video Post-Production Lead

Video Editing | Motion Graphics | Sound Design

Creative Entertainment Network

July 2019 - March 2020, New York

Freelance Creative Director (Music Video)

Creative Direction | Storyboards, Narrative & Storyline | Illustration | 2-D Animation | Green Screen | VFX | Editing

Nola Speaks

March 2018 - Dec 2018, New York

Freelance Art Director

Logo Redesign | Re-brand | Developed brand's creative elements | Website Redesign | Social Media Assets | Brand Content Strategy | Marketing Collaterals and Assets Creation | Promotional Video.

Brandust

March 2018 - Dec 2018, India/Ireland

Freelance Art Director

Logo and Brand Identity Design | Digital Marketing Collaterals | Social Media Templates | Advertisement Campaign Designs | Vector Assets and Infographics | Presentation Decks

Pinerock Productions

June 2017 - Jan 2018, New York

Freelance Art Director

Brainstormed for Concept Development for Events | Infographics & Vector Assets | Pitch Presentation Decks.

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Achievements

Gold Winner 2021, New York

Issued by: Davey Awards
For Jurying 16th Annual Davey Awards.

O1 Artist Visa 2020, New York

Issued by: USCIS
For Extra-ordinary abilities in the field of arts.

Exhibitor at RAW ARTISTS 2019, New York

Featured Artist at the showcase "IMPACT".

Silver Winner 2018, New York

Issued by: W³ Awards
For Jurying 13th Annual W3 Awards.

O1 Artist Visa 2017, New York

Issued by: USCIS
For Extra-ordinary abilities in the field of arts.

Exhibitor at NYCxDesign 2016, New York

Featured Graphic Designer.

Excellence in Academics 2016, New York

Issued by: Pratt Institute
Graduated with Highest Honors

Pratt Circle Award 2016, New York

Issued by: Pratt Institute
President's list consecutively for 4 semesters

Past Projects 2013 - 2022

Creative Entertainment Network

Jan 2016 – Jan 2017, New York

Creative Designer

Key Art Design | Designed Marketing Ads | Editorials and Presentations for clients | Produced social media assets, print ads.

VIACOM (Paramount)

Jan 2016 – May 2016, New York

Off-Air Graphics Intern

Production associate to Paramount's creative team | Promotional Collaterals Design | Key Art Design | Assisted in Art Direction for upcoming shows | Production Errands | Typographic roughs, design drafts, logo explorations for brand development.

Sony Music Entertainment

Sept 2015 – Dec 2015, New York

Digital Marketing & Design Intern

Promotional Assets & Digital Marketing Design | Social Media Campaign Design Excel Spreadsheets Organization | Data Management Assistance.

Manjul Publishing House

June 2015 – July 2015, Bhopal - India

Graphic Designer

Book Cover Design | Key Art Illustration.

SEEDO

March 2013 – July 2013, Bhopal - India

Graphic Designer

Logo | Promo Video | Posters and Certificate Design.

Associations



AIVA (Academy of Interactive and Visual Arts)

New York, Dec 2017 - Present

Jury Member



AIGA (The American Institute of Graphic Arts)

New York, August 2017 - Present

Visual Designer

Work Samples



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[View Showreel](#)