



# RESUME

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## **OBJECTIVE:**

Looking for an opportunity to serve and spread Indian art of few traditional methods to modern methods through Designing And teaching.

## **PERSONAL SUMMARY**

- More than Seven years of Experience in art direction.
- Highly creative, talented and independent.
- Self-starter, highly-motivated.
- Excellent team player and works well independently.
- Able to multi-task and work efficiently under demanding deadlines.

## **EDUCATIONAL QUALIFICATIONS:**

### **ACADEMIC**

- Master of Arts in Painting, SN School, University of Hyderabad, Hyderabad, 1999.
- Bachelor of Arts in Painting, Andhra University, Visakhapatnam, 1997.

### **TECHNICAL**

- Short term Certificate Course on DIGITAL ARCHITECTURE Conducted by School of Planning and Architecture JNTU, Hyderabad.
- Drawing Higher through State Board of Technical Education, Andhra Pradesh.

### **SOFT SKILLS**

- Competent PC platform- Adobe Suite of Photoshop, Illustrator, Flash, Dreamweaver, Premiere, Corel Draw, 3ds Max and Sound Forge.

### **SPECIAL SKILLS**

- Clay Modeling, Fiber glass Modeling,

## **EXPERIENCE: TEACHING**

**Guest Faculty (From 2009) at  
College of Architecture Nagarjuna University Guntur, Andhra Pradesh.**

**Guest Faculty (From 2010) at  
School of Architecture, (SPA)Gudavalli, Vijayada, Andhra Pradesh.**

### **Responsibilities:**

- Teaching Introduction to Art & Architecture, AD& Graphics, Basic Design.
- Work shop, Computer Application.

### **Asst. Professor**

**SAR College of Architecture, Vijayawada since 2003.**

### **Responsibilities:**

- Taught History of Architecture, Design principles.
- Workshop & Creative concepts.

## **EXPERIENCE: INDUSTRIAL.**

**Art Director, Progras Communications Pvt. Ltd, Hyderabad since 2008.**

### **Responsibilities:**

- Assisted Creative team to produce well versed concept for given project.
- Worked with production team to create comprehensive specifications in order to create reasonable estimates.
- Delivered work within allotted times and on budget.
- Worked with photographers, illustrators and other suppliers to produce high-quality work for clients.
- Worked closely with print production team to secure services for costs and under conditions in line with the agency's needs.
- Incorporated ideas and made revisions in response to the well-reasoned criticisms of other team members and clients.
- Provided both formal and informal direction and support for junior creative.

### **Art Director**

**Ravithi Creative Communications Pvt. Ltd, Hyderabad from 2006-2008.**

### **Responsibilities:**

- Responsible for all visual aspects of printed or onscreen projects.
- Overseen the process of developing visual solutions to a variety of communication Problems.
- Established corporate identities, advertised product and services.
- Enhanced books, newsletters, and other publications.
- Created commercial, film and video production.
- Overseen the whole design process on assigned projects.
- Created layouts design on all print i.e. magazines, newsletters, newspaper, brochures,

- packaging and other print pieces.
- Created the conceptual framework for client projects and translate it to flow, layout, motion design, transitions, color and type-based selection.

**Sr.Visualizer**

**Venchers Media Communications Pvt. Ltd, Hyderabad from 2004-2005.**

**Responsibilities:**

- Responsible for all visual aspects of printed or onscreen projects.
- Creating Drawings for given topics.

**PARTICIPATIONS:**

- All India Arts Students Camp, Conducted by Benaras Hindu University, Benaras 1996.
- An Exhibition Conducted by Dept of Fine Arts, Andhra University, Waltair, 1996.
- An Exhibition Conducted by SN School of Fine Arts HCU Hyderabad, in 1999.
- An Exhibition Conducted by Telugu University, in 2006 2007.

**AWARDS AND ACHIVEMENTS:**

- Received State Level Painting Award for the Year of 2007.
- Question Paper Setting for Advertising and Media communication PONDICHERRY UNIVERSITY, PONDICHERRY.

**PROVIDED FREELANCE SERVICES FOR**

- Srinath Group: Imperial Gardens, Srinath Builders & Srinath jewelers.
- Colours India & Signs Panja Gutta, Hyderabad.
- Sai Vicas Educational Institutions Chilakaluripet.
- Mars Beauty Parlor Dilsuknagar, Hyderabad.
- Dsolutions Hyderabad.

**PERSONAL DETAILS:**

Father's Name: Sangeetha Rao Badde

Date of Birth : 01-12-1970.

Nationality: Indian

Marital Status: Married

Languages Known: Hindi, English & Telugu.

Permanent Address: same as above.

Date: 03-08-2012

Place: Hyderabad.

(SEKHAR BABU)