

Sujoy Karmakar

Global Design Lead	Creative Director	Engagement Manager
--------------------	-------------------	--------------------

Industry Experience: 22 years

Address: 119/16 B, Sarat Ghosh Garden Road, Kolkata 700 031	Mobile: 98302 48201 e-mail: sujoy205@gmail.com Date of birth: 20.05.1976	Language: English / Bengali / Hindi Nationality: Indian
--	---	---

Online Portfolio: www.sujoykarmakar.in	user id : mykarma password : Candy205
---	--

Professional Qualification	1st Class in Bachelor of Visual Art Govt. College of Art & Craft, Kolkata	1995 - 2000
	1st Div. in Diploma in Multimedia Arena Multimedia, Kolkata	1999

Professional Experience :

Presently working in Capgemini, India	Head of Design at Marketing & Creative Services
---------------------------------------	--

JWT, Kolkata Designation : Sr. Creative Director	2013 - 2014
---	-------------

Law & Kenneth, Kolkata (L&K Saatchi & Saatchi) Designation : Creative Head, Kolkata	2012 - 2013
--	-------------

JWT, Kolkata Designation : Creative Director	2006 - 2012
---	-------------

TRISYS COMMUNICATION, Kolkata Designation : Sr. Designer	2004 - 2005
---	-------------

GENESIS Adv Ltd., Kolkata Designation : Art Director	2003 - 2004
---	-------------

EURO RSCG, Kolkata Designation : Sr. Visualiser	2002 - 2003
--	-------------

PUBLICIS, Delhi Designation : Jr. Visualiser	2001
---	------

LOWE LINTAS, Delhi Designation : Trainee Visualiser	2000
--	------

Brands Handled in Advertising - National

Brand	Category	Job
Tata Tiscon	Rebar	B2B Communication
Tata Shakti	GC Sheet	Communication
Fiana Di Wills	FMCG	Communication
Vivel	FMCG	Communication
Spencer's	Retail	Communication & Design
Tata Steel	Industrial	Brand & Corporate
LG	Electronics	Communication
Hero Honda	Automotive	Communication
Exide	Automotive	Brand & Corporate Communication
Berger Paints	Household	Communication
Tea board of india	Beverages	Communication & Design
ITC	Tobacco & Corporate	Dark Market Communication
Centuryply	Household	Communication & Design
Khaitan	Electricals	Communication
The Telegraph	Publication	Communication & Event
P C Chandra	Fashion	Communication
Peerless	Finance	Communication
Elder	Pharmaceuticals	Corporate
Konark	Cement	Launch Communication
KMC	Govt. Sector	Corporate
Hindustan international	Hospitality	Communication & Event
MRF	Automotive	Communication
Sreeleathers	Footwear	Communication
Bisk Farm	Food	Communication & Design
DLF	Real Estate	Communication
Nestle Pure	Packaged Water	Launch Communication
Eicher	Tractor	Rural Communication

Brands Handled in Corporate - Global

Brand	Category	Job
Heineken	Beverages	Corporate
ABN AMRO	Finance	Corporate
Ahold Delhaize	Retail	Corporate
Philips	Consumer Lifestyle	Corporate
ING	Finance	Corporate
Action	Retail	Corporate
Akzonobel	Household	Corporate
Rabobank	Finance	Corporate
Achmea	Finance	Corporate

Awards

Leadership Award	Capgemini India	2022
Leadership Award	Capgemini Netherlands	2019
Out of the box Award	Capgemini India	2017
Delivery Excellence Award	Capgemini Netherlands	2016
Goa Fest - Finalist	Khaitan Iron (Press)	2011
Goa Fest - Finalist	Khaitan Iron (OOH)	2011
Sreejan Samman - Silver	Peerless Mutual Fund Radio spot	2011
Sreejan Samman - Gold	Roghan Badam Shirin Ambient Film	2011
Sreejan Samman - Silver	Telegraph Puja - Hand in Hand	2010
Goa Fest - Finalist	SF Sonic (Press)	2009
Calcutta Ad Club Award	INSDAG (Rural Campaign of the year)	2009
Certificate of Merit	College Annual - Poster	1999

Accomplishments

In 2020, I successfully completed the **"Connected Manager"** program - a prestigious certification course offered by **Harvard Manage Mentor**.

In 2018, I worked with the CG Poland team for the **Capgemini Global Employee branding campaign** - a worldwide initiative.

In 2017, Capgemini went through a change in its **brand guidelines** - an exercise I was closely involved in. This included **brand restructure designs** and **outdoor promotions** for its headquarters in Paris.

I actively participated in the **Capgemini 50th anniversary initiative, directed a film for the Kolkata Centre** and also led the team in designing various kinds of communications, including Ambient & Collateral designs.

Beside art direction, I have written **copy for various Bengali Ad campaigns**, some of which have won accolades and were regarded as the best at the regional level.

I have worked in full capacity for the **Centenary campaigns for 2 big Indian brands**, TATA STEEL and ITC Ltd.

In 2014, I single handedly worked on the **rebranding for Exide Batteries**, which included their entire range of products and sub-brands.

I worked on the **re-launch campaigns** of prominent brands like Centuryply and SF Sonic.

In my capacity as Creative Director, I worked on the **launch of Berger Silk, KMOMA** and a few other national brands.

I have been a **Guest lecturer in Calcutta Media Institute and NSHM College** - two premier media studies institutions.

I have conducted **design workshop for NID** on branding & packaging.

Interests:

Photography, Painting, Travelling, Music, Movie and Sports.
