



## DEEPA KAMATH

I am an analytical and process-oriented senior graphic designer with wide experience in the digital and print medium. I have established design studios and recruited entire teams for them. I function independently as well as manage teams. I have worked extensively with start-ups, non-profits and SMEs. I have also done work for global corporations and international aid agencies.

I **actively seek** collaborative work across sectors with committed cross-functional teams.

### Contact

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### SKILLS & COMPETENCIES

- High level of fluency in Adobe Creative Suite and Microsoft Office
- Writing out proposals and creating presentations from scratch
- Copywriting and copy editing for projects
- Content and design of social media posts
- Creating panels for trade show booths
- Identity and logo design
- Designing responsive websites
- Design and printing of brochures and magazines
- Film storyboards and GIFs
- Retaining brand consistency across different media
- Mentoring and training creative teams
- Have a good understanding of business priorities
- Design thinking methodology

### LANGUAGES

English: Very high level of spoken and written fluency

Hindi: Reasonable spoken fluency

### EXPERIENCE

**2015–present:** Founder and Business Owner: Amplify, a Hong Kong based digital design and digital marketing consultancy.

<https://www.amplifyhk.com/>

**2012–present:** Freelance design work for India and Hong Kong clients



**2010–2011:** Creative Advisor and team mentor at dyworks, a Mumbai based design and strategy firm

<https://dyworks.in/>

**2006–2009:** Founded and lead Crimson, the in-house design studio at Newgen Knowledge Works, an e-publishing firm working for global publishing clients. Newgen has offices in Chennai (India) Austin(US) and London(UK)

<https://www.newgen.co/>

**2003-2006:** Founded and lead the in-house design studio for a large printing press in south India that designed and printed for various clients in the UK and the US.

**2000-2003:** Founded and lead the in-house design studio for the Greeting cards and Stationery Strategic Business Unit of ITC. ITC is one of India's foremost multi-business enterprises with a market capitalisation of US \$50 billion and a turnover of US \$8 billion.

<http://www.itcportal.com/businesses/fmcg/education-and-stationery-products.aspx>

**Prior to 2000:** Independent design practice, freelance projects and a stint with an advertising agency.

## **EDUCATION**

Masters in Visual Communication from the National Institute of Design, Ahmedabad, India's internationally recognized design institute.

<http://www.nid.edu/institute/campuses/ahmedabad.html>

Indian School Certificate from Rishi Valley School, near Bangalore, India, a boarding school on India's top schools list

<https://www.rishivalley.org/>

## **ONGOING LEARNING**

I believe in lifelong learning. I have attended conferences, seminars and workshops in Hong Kong, Manhattan and in various cities in India. In 2018 I attended the Lego Serious Play workshop and the IDEO workshop, part of Hong Kong's Knowledge of Design Week.

## **OTHER INTERESTS**

- Conducting workshops on design thinking and related topics
- Writing on design and education topics
- Yoga, running, travel and reading