

Nitin Anand

Creative Director, Multimedia Professional

Contact Information

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Summary

A talented creative director and senior designer with over 13 years of professional experience in the full life cycle of various solutions including web, multimedia, mobile, kiosk, user interface, print, traditional art, management, marketing, master data management, and content coordination. Skilled in gathering requirements from business partners and translating them from concept to completion. In addition, a proven track record directing multiple projects with aggressive deployment schedules plus an impressive background leading teams, developing innovative branding, crafting educational training material, and pioneering solutions for a broad range of audiences. Adept at working individually, among cross-functional teams, or managing projects to produce quality results on time and under budget.

Experience

Creative Director, Corporate BI, Southern Wine & Spirits of America, Nov 2000 – Present

SWS Digital Presence Advisory Committee Member – Responsible for the unified look, feel, and user experience for the largest alcohol distribution company in the U.S. Oversaw design for web, sales, and executive dashboard applications, defined design criteria, developed logos, brand identity and guidelines to ensure successful programs through a mix of all media elements. Coordinated day-to-day management duties, enhancements, and deployment of enterprise wide solutions. Managed multiple projects and teams, mentored designers, designed presentations, brand kick-offs, monitored load and regression testing, and gathered approval through user-acceptance testing. Also designed UI for **Topaz**, a proprietary sales force automation application which brings in \$20 million daily.

MDM / NIR – Spearheaded a half million dollar enterprise level web-based master data and digital asset management project which served as a data reconciliation system to standardize the taxonomy for all SKUs. It was a foundational step in creating a single access point for Supplier partners to onboard new SKUs into the product portfolio. Also directed the Retailer Product Data Universe which involved classification of Customer SKUs including BevMo, Walgreens, and others.

B2B – Gathered requirements, designed user interface, wrote documentation, and deployed the online selling channel that brought in over \$24 million annually in new business. Leveraged trend and sales report analysis, new and traditional media to grow 3x the revenue of each past calendar year.

CMS – Designed user interface and deployed intranet, public facing website, and importer site built with DNN and SharePoint. The intranet helped reduce printing costs saving over 6 figures annually. Worked to create workflow strategies to improve efficiency and manage content. Also sent weekly e-mail marketing newsletters with updates.

BI – Performed a thorough evaluation of SAP BO, Oracle, SharePoint, and IBM Cognos BI platforms for reporting in order to acquaint the corporation with the distinct capabilities of each, supposed value propositions, and where their functionalities overlap. Also designed UI elements for **Sales-Nav**, a business intelligence analytical tool.

Freelance

Creative Director of Online Media & Design, NANAND78.com, Aug 1998 – Present

Created designs and marketing strategies for emerging web and new media solutions for various organizations.

Managed external business partnerships with resources and clients whom outsourced web-based projects to the organization. Wrote formal proposals, business requirements, and creative copy for online ad campaigns for: DarkHourStudios.com and NANAND78.com.

Tippett Studio: Partnered with Media Elements to design and create a proposal, business requirements, quote, and work schedules to design a rich interactive content management solution for [Tippett Studio](http://TippettStudio.com), a visual effects company for Hollywood films Matrix Revolutions, New Moon, Beverly Hills Chihuahua, Men in Black 2, and more.

MLB, Oakland A's, Cisco: Crafted Flash design, user-interface, script and Omniture tracking for this project outsourced by Heartwood Studios. It showcased [Major League Baseball's Stadium of the Future](http://MajorLeagueBaseball.com).

Senior User Interface Designer, ZScaler, Dec 2011 - Feb 2012

Designed and coded user interface for cloud security administration dashboard application and provided technological guidance plus consultation for additional projects.

Senior Multimedia Designer, ipsh! | The Marketing Arm, Dec 2008 - Sep 2011

Created intuitive interactive and mobile marketing solutions for some of the world's most recognized brands including [Bacardi](http://Bacardi.com), [Grey Goose](http://GreyGoose.com), HP, Walmart, State Farm, Tostitos, AT&T, Bath & Body Works, Nintendo, Radio Shack, YPMobile, Willy Wonka, JCPenney, [Monster](http://Monster.com), NFL, Dallas Cowboys, Bank of America, [Victoria Secret Pink](http://VictoriaSecret.com). Collaborated with product managers and clients to develop visionary concepts and strategy for online advertising campaigns ranging from touch screen kiosks to print media.

Senior Mobile Designer, Omega Mobile, August 2010 - Sep 2011

Crafted innovative concepts for Chrysler (07.11), Jeep Grand Cherokee (03.11), Qualcomm, and Sprint iPhone and Android mobile applications (08.10).

Senior Multimedia Designer, Atmio, Aug 2011

Produced design and graphical elements for Atmio's website redesign. This included a JQuery based slideshow, logo redesign, and additional web page layouts. Also designed on printed banners for trade shows. (09.11).

Senior Mobile Designer, 5th Finger, Jun 2011

Created designs and production artwork for GlaxoSmithKline's Help Prevent Disease mobile site using brand guidelines for touch screen, Blackberry, and various other mobile platforms. Also produced wire frames for the Crave Converter app.

Senior Mobile Designer, WirelessWERX | DDX Media, Feb 2011

Worked to create wireframes, design skins, and produce production artwork for an iPhone application. The application functions using blue tooth technology to position a user and send out alert coupons plus maps.

Web Designer, RingCentral, Jun 2009

Designed e-mail newsletter templates and Office Suite layout for RingCentral, a company that provides cloud computing based business phone systems designed for today's mobile and distributed small businesses.

Previous Experience

Multimedia Instructor, Platt College, May 2000 – Dec 2000

Managed design and construction of new web curriculum to help create portfolios for students in order to prepare them for better career opportunities. Instructed students in Flash, Dreamweaver, Director, BB Edit, Sound Edit,

Image Ready, Photoshop, Premiere, Gif Builder, FTP, Action Script, and Lingo. Taught Principles of design, work, user-interface, and web design.

Web Designer, AWZ.com, Sep 1999 – Oct 2000

Created Flash-based games, quizzes, page layout, graphics, greeting cards, CD/online and print media kit. As Webmaster maintained and updated daily content of a large volume commercial website. Worked with the engineering team in a Visual Source environment to integrate graphics and dynamic content. This included creation and editing of html using Cold Fusion and Home site with mixed scripts PHP3, JAVA, and server side code.

Production Artist, GO Magazine, Apr 1999 – Aug 1999

Page Layout for feature articles, illustrations, and production art.

Education

BA Multimedia & Design, 1996-1999

California State University, Hayward (East Bay)

Technical Aptitude

Design & Applications

Adobe Master Suite (Photoshop, Flash, Dreamweaver, Fireworks, etc.), MS Office, Internet Explorer, Chrome, Firefox, FTP software, WebTrends, Visual Source Safe, User-Interface, Interaction, Digital Rendering, Icon, Web, Identity, Signage & Typography, Mobile Design, Business Objects, Dashboards & Visualizations

Illustration

Digital, Storyboard, Traditional Drawing, Print Making, & Sculpting

Development & Technology

MDM, CMS, CSS, HTML, XHTML, DHTML, Drupal, DNN, Share Point, JavaScript, Action Script, CPC, SEO, SEM, Web 2.0, SAP Xcelsius / Dashboards

Recognition

Publications & Media

Featured in Yahoo Finance for Item Reclassification MDM Cloud

Featured in "Pocket Games, #17, Spring '05", (Foster Reprints 866.879-9144)

Featured in interview with Bit Business Issue 5 (Japanese Magazine)

Featured in interview with Tech Week Volume 3, Issue 15

(Ai) Art Institute of Sunnyvale: Member of the Program Advisory Committee

Fluent in English, Hindi, Urdu, and listening skills in Punjabi

References

Available On Request