



# RAJSHEKHAR GHOSH

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BVA | Concept Artist | Illustrator |  
Visual & UI Designer

#54, 1st Fl, Mudalier Compound, Ejipura,  
Bangalore-560047

## Profile

- As a multi-disciplinary Concept artist and Visual Designer, my obligations are to create a wide range of Arts & illustrations for the Web & mobile-based Games.
- I have experience in engagement-based Gamification construct, which led to significant DAU & DAG improvements.
- In Games, Gamification & Design projects, I can work in an Agile method to deliver Quality Products, along with Leading or working in Team collaboration

## Work Experience

Career Started In 2005(2 Yeras With College), Full Time From 2007 To Till Now

Flipkart 2022 - Till now [www.flipkart.com/](http://www.flipkart.com/)  
HQ- Bangalore, India

I collaborated with an external agency to create assets for the launch of new games on the FK platform. I worked on various gamification projects such as **Coupon Rain** (Slicing Coupon) and **Predict & Win**, which were based on **IPL & World Cup cricket**. Additionally, I assisted with other product design projects by creating UI assets and Motion design.

- Throughout my career at FK, I have gained extensive experience in various stages of the design process, including ideation, mood boarding, wireframe, end visual design, and marketing artwork.
- I have led several comprehensive and engaging gamification constructs based on IPL'23, World Cup'23, and BBD'22, resulting in significant improvements in user engagement, DAU, and DAG/MAG.
- To streamline illustration and design processes, I worked in-house illustration design system that ensures visual consistency and reduces time and resource expenditure.
- Additionally, I have also created various visuals, motion designs, icons, and UI for multiple design teams, helping them achieve their design goals

Popreach Corporation 2022 - 2019 - 2015 <https://www.popreach.com/> Previously Rockyou Media <http://www.rockyou.com/>  
Bangalore, India. HQ- Toronto Bangalore, India. HQ- Oakland

I create game illustrations and concept art for video game apps, including characters, environments, objects/props, and vehicles. I use traditional and digital sketching techniques and have experience with rendering and problem-solving in design. I've worked on games such as **War of Nation, KOC, DOA, The Godfather, Kiwi Games, Kitchen Scramble, Solitaire Arena & SA3, City Girl life & Garden of Time** and more.

- To create feature games, we need to start with design research, ideation, quick sketches, user-game flow, prototypes, and mock screens, UI & repeat the process until we achieve our goal.
- My role requires creative imagination and quick visualization skills to deliver quality Concept art, Visual elements UI, etc,
- Usually, my typical day includes managing teams, communicating with PMs, art staff, technical and dev teams, project timelines, estimation, and organizing feedback.

## Skills

### What I Do as An Artist

- Concept Art & Illustrations
- Character Design
- Environment & Props Art
- Game Layout & Mockups
- Promotional & Marketing Art

### And as A Designer

- Gamification Construct
- Visual Design
- UI and UX Design
- Ideate & Research
- Sketch, Prototype, User Flow
- Motion Design
- Creative & Problem Solving

### Tools I Used

- Photoshop
- Figma
- Illustrator
- After Effects
- Flash/Animate
- Draw.io
- Blender(Basic KNWL)

## Proudly Worked

### Games & Gamification

- War Of Nations
- Gardens Of Times
- Kingdom Of Camelot
- Kitchen Scramble
- Solitary Arena & SA3
- City Girl Life
- The Godfather Fb
- Dragon Of Atlantis Fb

### On Flipkart

- Coupon Rain'22 BBD
- IPL'23
- World Cup'23

## Personal Info

BirthDay : 23rd September 1983  
Relationship : Married  
Nationality : Indian  
Languages : Bengali, English, Hindi

## Education

- Bachelor of Visual Art 2007  
Rabindra Bharati University  
Completed Visual/Applied Art with 2nd Div (2+3 years)
- Higher Secondary 10+2 2002  
WBCHE - Bapuji VidyaMandir
- Madhyamik 10th 1999  
WBBSE - Bishnupur High School

## Certification & Course

- Figma - UI/UX Design Essential Training 2020  
Udemy Online
- UX Designer Started 2020  
Interaction Design Foundation
- CUA Course UX design 2018  
HFI, Bangalore - Didn't clear the exam
- UI & UX design 2017 & 2018  
8 Weeks Course  
DesignBoat UI UX School / Bangalore
- Adobe Certified 2010  
Photoshop CS  
Adobe, Noida

## Apart from worked!

- Travelled pan India by Royal Enfield
- Movies, Music and
- Constant Learning new Things

- Zvky Design Studio 2015 - 2015 <https://www.zvky.com/>  
Bangalore, India.  
Worked as Senior game Artist for very sort time.
- Twist Mobile 2014 - 2014 <https://twistmobile.in/>  
Indore, India.  
In Twist-mobile(Start-up), I have done IOS and ANDROID Game's art for various Games Like Magical-Elixer, Dots City, Lazy Ninja, etc.
  - In the organization, I mostly work in Art & Design, creating mock-ups, character animations, props, and backgrounds.
  - Additionally, I create style guides and deliver technical documents for the development team, as well as marketing materials and app store assets.Had a great learning during Twist because of Startup collabs in team
- Zapak Digital 2013 - 2014 <https://www.zapak.com/>  
Mumbai, India.  
I started a Pure Gaming career at Zapak as a 2d Game artist. Mostly Created Advertisement gaming and Gamification for Brands like Jungle magic, Kitkat, Kurkure, Casio, Cognigent, Domax, Park, Ultramintz Mint-O, Kellogg Chocos, etc.
  - We are a small gaming team that specializes in creating advertising games based on our clients' requirements.
  - Our process involves first creating mock screens to show to the client. Once the client approves, we proceed with creating art assets and animations, such as characters, props, and backgrounds.
  - We sometimes create multiple dummy gameplay videos, usually 1-2 minutes long, to pitch to the client.
- Magic Software 2008 - 2009, 2010 - 2013 <https://www.magicsw.com/>  
Noida, India.  
Magic software was an e-Learning company where we develop kids learning module, K-12 Games & client module. I worked with Magic's Biggest Client Like A.D.A.M. StudyIsland, Elsevier, Macmillan, Kaplan, Oxford University Press India, Pearson India, Abrams Learning, Educomp and many more.
- Diginative Content Solution 2009 - 2010  
Gurugram, India.  
An e-Learning Domain for Delhi University, M-Card, Juniors Game.
- Scribble Animation Studio 2007 - 2008  
Kolkata, India.  
2D animation, Layout and BG for Bajaj, LIC animated AD, My Friend Ganesh, etc.
- Aniway Worked full time during College 2006 - 2007  
Kolkata, India.  
Layout and BG artist for sort animation Projects.
- GMS InfoTech Part time during College 2005 - 2006  
Kolkata, India.  
BG artist for animation Projects.

Thank you for presenting me with this invaluable opportunity. I am thrilled to have the chance to collaborate with you and bring my best to the table.

Regards,  
Rajshekhar Ghosh