

Shobhit Saxena

Digital Product Strategist, Branding, Professional Services &
Design Consultant



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Phone: 966.586.8884

curriculum vitae

With 15+ years of experience in digital media, bringing a proven knowledge of creative strategy, vision, communication, and management with an emphasis on travel and ecommerce industry.

skills **Creative Strategy**

15+ years experienced senior creative leader with extensive expertise on both client and platform side - delivering award winning ideas for global travel brands and the people who matter to them.

Management

Extensive experience managing large teams of diverse personalities in deadline driven environments, establishing employee career development programming, leading cross functional team collaboration, and developing industry outreach opportunities.

Software

Mac OS, Windows, Adobe Creative Suite CC, Google Material Design, Omnigraffle, Microsoft Office, HTML, JavaScript, CSS, Polymer, Bootstrap.

experience **Creative Head for [Tavisca Solutions](#)**

June 2012 – till date

Head of creative leading strategic vision, new business development, and department growth and development. Leading and managing cross platform design and other projects, budgets, and department productivity. Key role in strategy and succession planning for department and business. Key strategic and creative lead on global client accounts such as CONNEXIONS LOYALTY and ROVIA.

Senior Interaction Designer for [PubMatic India](#)

Aug 2009 - June 2012

Creative lead in research, vision, and design for implementation. Product design, user experience, and implementation and maintenance for various platforms. Creative direction and implementation of promotional materials, email campaigns, direct marketing campaigns and pitch concepts.

Senior Visualizer for [Zensar Technologies](#)

Dec 2008 - Aug 2009

Interaction and Visual Designer for South African Bank, Strate.

Collaborative work, company research, client meetings, and creative presentations for clients such as CISCO, ORACLE and Carre4.

Interaction Designer for [Symphony Services](#)

May 2007 - Nov 2008

Interaction Designer for organizations like ORACLE, BITWISE, CTSPACE, BUILD ONLINE(UK). Handling client calls and implementing the expectations seamlessly on the projects.

Web Specialist for [Gatesix Inc.](#)

Sep 2006 – May 2007

3d Artist for [Flash Advertising](#)

Apr 2004 – Aug 2004

Web Designer for Softweb Infosolutions

Aug 2003 – Jan 2004

Multimedia Instructor for IOCS Computers

May 2002 – Jul 2003

industry affiliations 2015 **Guest Juror** for [Symbiosis Institute of Design](#)
2014 **Guest Juror** for [Symbiosis Institute of Design](#)
2012 **Guest Juror** for [PICT Credenz](#)

recognition 2012 **Exemplary User Experience Award**, Pune Connect

trainings and certifications 2015 **IIM Ahmedabad**, Managing Through Persuasion
2014 **Certified Scrum Master** ([view](#))
2014 **Re: Design Conference**, (Menlo Park, CA - US)
2011 **Design Incubator's** Limited Edition Course- Usability, Information Architecture and Interaction Design Best Practices

education **M.Sc. (Computer Science)**, Rohtak University.
PGDCA Certified from Rohtak University.
"O" Level Certification Course from UPTEC, Kanpur.
Brainbench Certified HTML4 Programmer. Transcript id (2566275)

references Available on request