


Vivek Golakiya

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Summary

Experienced creative professional with 3 years in the game industry and a proven track record of delivering exceptional projects. Proficient in design software such as Photoshop and Illustrator, with a passion for creating innovative and engaging games and marketing campaigns. Skilled in leadership and management, ensuring every project is delivered to the highest standard.

Experience

Head Designer

Grimpanda software LLC

Aug 2021 - Present (1 year 9 months)

As the leader of a design team, I provide design solutions to developers and animators, collaborating with them to create engaging Playable Gaming Ads.

Responsibilities:

1. Prepare all necessary art and assets for game development
2. Create lists of required animations
3. Provide ready-to-animate character assets and VFX assets as PNGs to animators
4. Prepare animator notes and assign animations
5. Handle design and animation feedback from clients and QA during live operations
6. Complete client feedback on mockups before production
7. Create notes for developers to ensure a smooth playable experience with static and video references
8. Review design work and perform QA as the Head of Design

Impact:

1. Started as a storyboard artist and worked my way up to the Head of the Build Creation Team
2. Production timelines significantly decreased
3. Provided better design solutions to animators and developers
4. Produced high-quality and engaging Playable Gaming Ads

Marketing Graphic Designer

Laxmi Synthetic

Feb 2020 - Aug 2020 (7 months)

In my role as a marketing creative designer, my responsibilities included:

1. Researching the latest trends and styles to prepare marketing creative themes
2. Designing and producing high-quality creatives for various platforms
3. Analyzing the performance of creatives and making improvements as needed

My impact in this role included:

1. Boosting the campaign's return on investment (ROI) by 37%

2. Generating better key performance indicators (KPIs)
3. Successfully delivering full funnel marketing content, making the campaign commercially viable.

Professional Freelancer

Upwork

Jan 2021 - Present (2 years 4 months)

As a professional freelance designer, I cater to the design needs of multiple clients and game development studios. My primary duties include understanding the project requirements, organizing timelines and talent as per the project specifications, and ensuring timely project completion while keeping clients informed of the progress. Additionally, I take charge of project development and blueprinting, while constantly engaging clients for their valuable feedback and updating them on project progress.

Impact:

1. Successfully delivered high-quality designs and animations for various clients resulting in repeat business and referrals.
2. Increased productivity by 25% by optimizing project management and coordination.
3. Achieved 95% client satisfaction by actively engaging them during the design process and accommodating their feedback.
4. Demonstrated exceptional problem-solving skills by addressing and resolving design-related issues promptly.
5. Contributed to the successful launch of several games and marketing campaigns for clients, resulting in increased revenue and user engagement.

Visual Designer

fab vogue studio

Oct 2020 - Feb 2021 (5 months)

Responsibilities:

1. Creating visually appealing content for the commercial website fabvoguestudio.com, including landing page graphics and product images.
2. Managing product photoshoots and post-production of the photographs.
3. Developing product catalogs for upcoming seasons and new arrivals.
4. Producing website-ready visual content, including product images and short videos.
5. Designing social media marketing creatives.

Impacts:

1. Increased website engagement and sales through high-quality visuals.
2. Streamlined product photoshoot process and improved post-production efficiency.
3. Successfully launched new product arrivals with visually appealing catalogs.
4. Contributed to the overall aesthetic and brand image of the website.
5. Boosted social media presence and engagement through creative and visually compelling content.

Education



The Maharaja Sayajirao University of Baroda

Bachelor of Science - BS, Fashion/Apparel Design

Jul 2018 - Aug 2021

I have a Bachelor's degree in Fashion communication and during my studies, I had the opportunity to learn the basics of graphic design and lighting techniques. I was able to develop my skills in Adobe Photoshop and Illustrator, which allowed me to create stunning visuals and unique designs. My understanding of the principles of design and lighting helped me to bring a creative edge to my work. I have also had experience using these skills in real-world projects, including designing marketing creatives and preparing visual content for a commercial website. Overall, my educational background and experience have provided me with a strong foundation in both fashion design and graphic design, enabling me to bring a unique perspective to any design project.



Vogue Institute of Fashion Technology, M.G Road, Football Stadium complex, Bangalore-25

Bachelor's degree, Fashion/Apparel Design

Jun 2017 - Aug 2018

I have completed one year of studies in fashion design but did not finish my college degree.

Licenses & Certifications



Adobe Illustrator CC 2015 - Udemy

UC-54cb07bd-f48c-43e3-b0f6-521394a63400



Art Director, Graphic Designer - Udemy

UC-ef8f4b5e-6b56-4377-bcaa-4d7bf5397658

Skills

Adobe Illustrator • Game Art • Adobe Photoshop • Game Design • 2D art • 2D graphics • Project Management • Design Review • UIKit • Marketing Graphic Design

Honors & Awards



design of the year - The Maharaja Sayajirao University of Baroda

Sep 2019

During my time in college, I actively participated in the annual festival where I showcased my exceptional design skills and was honored with an award for my outstanding work. This experience not only allowed me to demonstrate my creativity and artistic abilities but also helped me gain recognition and appreciation from a wider audience. Winning the award further strengthened my passion for design and motivated me to explore and learn more in this field. I believe this experience has played a crucial role in shaping me as a designer and instilling a sense of confidence in my work.