

Skills and Competence

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Personal

Born in Bombay India and lived for eighteen years throughout Europe, Asia, South and Central America while my father was serving as an Ambassador in the Diplomatic Service. Both of my grandfathers were French and Spanish engineers who were contracted by the United States to assist in the design of the Panama Canal.

Experience

Rental Department Creative Director | Sparks Exhibits : Austell, Ga.

Nov. 2018 - Present

National rental liaison between design, sales and project management departments. Rental department impacts 80 percent(292 projects) of all projects including permanent installations in three facilities. Eighteen million in direct revenue with 15% volume increase each year since 2018 and six million in accumulated total inventory. Almost all projects are a mix of rental and custom properties. I organized and created a 500 page web-based tool for all company rental assets. The rental website was created in a compressed time of four months saving thousands of dollars. The online catalogue then became a portal with instant access to all up to date downloadable files (CAD PDF Tiff files). The rental website evolved into an educational resource with tutorials, videos and new products. The site is a 24 hour portal that is managed solely by myself. Developed a monthly periodical that educates and introduces new and old employees of the benefit of the rental department. Presented to large inter-company groups every quarter on the use of all rental assets and how they are a powerful design option. Developed safety guidelines for future rental and hybrid designs. Ongoing development of new components and the introduction of new exhibit systems. Lead designer or consultant on large RFP which lead to a cost reduction while using the rental components. Main presenter on new client RFP presentations; both in person and through video conferencing using real time fly through. This technique helped to compress timelines by showing clients changes in real time.

Senior Designer | ET Global : Suwanee, GA.

July. 2016 - Nov. 2018

Lead Designer and contact on major key accounts. During the first months of employment I was the driving person in retaining and acquiring over twelve million in business. Lead designer, presenter and key person in acquiring the Varian three million account. Co-lead designer on Astra Zeneca account securing several of their pharmaceutical brands, developing them into new programs. Introduced and developed new scalable interactive activations, data collection and post event follow up. Key presenter on new sales opportunities. Co-designer on long term existing accounts securing the business and developing projects that went beyond their exhibits program. Efficiently worked with the client's Advertising agencies to bring a unified marketing direction on all levels beyond the exhibit program. Quickly learned the proprietary ET Global exhibit system and workflow process. Excelled at implementing the ET Global system in new hybrid designs while utilizing the system in new ways which had not been used before. Learned the proprietary cad applications that lead to cutting down time from an average of nine months to eight weeks. Efficiently worked with the exhibit system to reduce costs and maximize the design and increase the revenue. Ability to take other designer's projects and complete them at any stage without prior participation.

Software

Formz 8.6	<div></div>
Cinema 4d 17	<div></div>
Photoshop CC	<div></div>
Illustrator CC	<div></div>
After Effects CC	<div></div>
Premiere CC	<div></div>
InDesign CC	<div></div>
Autocad	<div></div>
Vectorworks 2017	<div></div>
3d Studio Max	<div></div>
Vray	<div></div>
Office	<div></div>

Education

Columbus College of Art and Design
Bachelor Degree in Industrial design

Language

I speak English and Spanish fluently and understand most derivatives of Latin. My entire scholastic education was in private English speaking schools.

Design Director / Senior Designer | Compass Collective : Atlanta, GA. Oct. 2009 - July 2016

Creative director and primary designer on all major house accounts and new RFPs. In charge of designing all 3D work and 2D graphics. Ninety percent closing rate leading to ten million dollars worth of business. Full client contact on all accounts throughout all phases of the project. Created all new sales and marketing material, which increased company exposure. This marketing material led to a forty percent rise in clients in the following twenty-four months. Redesigning all of Autotrader.com's exhibit programs. Redesigning partner exhibits while retaining the account during their acquisition of several new companies. All Autotrader.com acquisitions chose to transfer with us based on the diversity of the designs presented. These exhibits have ranged from 90' x 100' double decks to information kiosks at auto dealerships. Designed a series of large properties for John Deere which allowed them to interchange with other divisions. Designed a pirate themed exhibit for Infopia and won both the bid and received best of show for MedTrade 2010. The new exhibit tripled their leads in the following years.

Senior Designer | Access TCA : Duluth, Ga. Feb. 2004 - Oct. 2009

Efficient in managing multiple projects simultaneously while utilizing excellent organizational/critical thinking skills and good judgment; consistently able to provide high-level, systematic standards of performance. Applied strong interpersonal and communication capabilities when working with a wide range of clients at all levels in order to gain valuable insight, avoid potential problems, and facilitate the timely completion of projects. Established quick rapport with management and coworkers. Well organized, with a track record that demonstrates self-motivation, creativity, and initiative to achieve both personal and corporate goals. Excellent oral skills: presentations that excite and inform. Training skills include developing and delivering training curriculum. Used personal resources to complete all animations and cut presentation's production time. Principal designer on division's key accounts and won award for best integrated marketing strategy for Wachovia.

Creative Director | Exhibit Dynamics : Grand Prairie, TX. Oct 2003 - Feb 2004

Elected from a one-year nationwide search of multiple contenders to head and restructure the design department. Maintained focus and drive while separated from family for a five-month period. Advised the CEO and CFO on a company wide range of strategic department changes. Developed new policies and procedures, job descriptions, and pay scales. Responsible for traveling and accessing other office's design personnel, equipment and applications. Company claimed Chapter 7 after unforeseen financial circumstance.

Creative Director / Senior Designer | Sparks Exhibits : Austell, Ga. Oct. 2001 - Sept. 2003

Hired to re-establish prior high standard in the design department. Dedicated extensive time and energy to improving communications with personnel, accepting full responsibility for scheduling, performance reviews, employee motivation, and boosting moral. Increased department efficiency by managing multiple projects simultaneously including coordinating, analyzing and developing a communication strategy to ensure that the divisions design goals were tracked and met deadlines. Challenged in last few months to drive employee morals in the face of management reorganization from one partner to five. Collaborated with executive management to support restructuring. Maintained open communications with management teams on potential suggestions to enhance/improve new company culture. Instrumental in maintaining key clients during restructuring by continuing to give a high standard of design and fostering client confidence. Partnered closely with the Rental Division and provided valuable support in growing it into the largest Octanorm rental program in Atlanta. Recipient of best in show awarded to Indus for custom Island display.

Creative Director / Senior Designer | Showtime Ent. Lithia Springs, Ga. July 1998 - Sept 2001

Recruited to a high profile position to pioneer a fully functional design department. Previously demonstrated success in managing individuals as well as teams, was a key influence in attracting employees and accounts. Furthered corporate identity and sales with effective presentations, established rapport based on well developed listening skills and the ability to match client desires with cost effective designs. Recruited qualified personnel, introduced internal training programs, designed core processes, enhanced technologies, and created a sophisticated and responsive design team. Instrumental in the development of the Point of Purchase and International divisions by producing all designs which later became major profit centers. In charge of all design for remote offices with unprecedented success. Showtime was bought and absorbed by Sparks Exhibit

Creative Director / Senior Designer | Sparks Exhibits : Austell, Ga. Oct. 1994 - June 1998

Hired and relocated to Atlanta to develop and manage a new design department. This led to development and execution of design strategies and new business initiatives that drove rapid growth from the ground floor. Developed strategic relationships with various department heads and suppliers, which significantly facilitated communication and problem resolution capabilities within the division. Effectively promoted company visibility by displaying a contagious passion for excellence, a talent for resourcefulness and motivational leadership. Recognized for the ability to merge diverse individuals into cohesive teams with common focus. Motivated our team by use of an empowering, participatory management style that encourages accountability, teamwork and the continuous improvement of desired results. Played a key role in establishing the use of computer modeling, rendering and animations as part of presentations. Designer on key accounts including Heidelberg which was deemed largest worldwide exhibit to date. Spearheaded all E3 clients when the show was in Atlanta. Based on results was later asked to become the National Design Director but declined to establish a similar department for Showtime.

Senior Designer | Fritkin-Jones, Chicago, Il. Jan. 1991 - Oct 1994

One of two designers responsible for nine account executives providing full support. Employed outstanding time management and resource allocation skills to coordinate multiple tasks while maintaining strong quality focus. Extensively engaged in the development and construction of illuminated exhibit models. Gathered and analyzed data to substantiate the introduction of Cad stations in the design and detail departments. Facilitated the move by using personal finances to purchase computer equipment, applications and learning material. Later honored and recognized as the driving force in the restructuring of the design process. Promoted to digital design liaison. Developed strong coworker relationships that still remain today.

Associate Designer | Matrex Exhibits, Chicago, Il. Jan. 1990 - Oct 1991

Joined at early stages of the company to assist senior designers. Was fast tracked to design high profile accounts by request from clients and account executives. Demonstrated ability to work efficiently and effectively in fast-paced environment. Worked independently with minimal supervision and maintained strong focus on performance and company goals. Established and developed a model shop employing creative techniques to cut construction time and costs while producing better results. Responsible for ongoing research to remain competitive with innovative, aesthetic and cost efficient designs and materials.

Junior Designer | Star Displays, Chicago, Il. Jan. 1988 - Oct 1990

Hired as a junior designer based on college portfolio and proficiency in hand rendering and model building. Quickly progressed to producing designs for major clients while honing presentation skills. Repeatedly created designs that outsold veteran designers. Assisted in producing detail and setup drawings. Assisted the graphics department with all aspects of vinyl graphics. Was retained as two of five designers after cutbacks. Developed unique rendering style using multiple art media which gave the presentations a signature look.

Designer | Stockwell & Asso. Columbus, Oh. Jan. 1986 - Sept 1988

Worked part time while attending college and with a small industrial design firm. Directly responsible for designing a range of products to interior spaces. Developed design, presentations and model building skills in a real world scenario. Gained experience in the business of running a design firm as well as practical knowledge of the design world. One of three students given college credit for my work experience. After graduation I was asked to join as a partner based on my contributions to the firm. Unfortunately to the passing of the founding members the agency was dissolved.