

Utkarsh Acharya

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SUMMARY

With over 10 years of experience, I excel in graphic design, photo manipulation, audio/video editing, logo design, and social media management. Consistently ranking top three in 40+ competitions, I am proficient in Adobe Suite and ready to contribute valuable skills to any project.

SKILLS

Graphic Design	Adobe Suit	Prototyping
UI/UX	Video Editing	Canva
User Research	Audio Production	Social Media Management

TRAINING/COURSES

Google UX Design Professional Certificate
Grade Initial to 7 in Plectrum Guitar from Trinity College of Music, London

EDUCATION & CERTIFICATIONS

Bachelors in Design
Delhi Technological University
Grade Certifications in Plectrum Guitar
Trinity College of Music, London
High School Diploma
Cambridge School

PROFESSIONAL EXPERIENCE

ANYTIME FITNESS

Graphic Design Intern

Sep 2023 - Nov 2023

As a Graphic Design Intern at Anytime Fitness India, I:

- Created 50+ static and motion graphics for Monthly Marketing Kits.
- Designed materials for the Quantum Leap conference, including T-shirts, certificates, lanyards, banners, and videos.
- Developed motion graphics for monthly kits and Instagram posts.
- Designed T-shirts and hoodies for trainers and staff.

TEDX HAMILTONROAD

Head of Production

Nov 2022 - Feb 2023

As Head of Production for TEDxHamiltonRoad, I:

- Led the entire production team and developed comprehensive production strategies.
- Managed stage managers, audiovisual technicians, and volunteers, ensuring adherence to production timelines.
- Coordinated logistics, technical requirements, and stage setup with speakers, performers, and vendors.
- Oversaw the successful execution of pre-event preparations and post-event wrap-up.

This role allowed me to ensure the seamless execution of the event and left a lasting impact on the audience.

SUTRA LUMINIS

UI/UX and AutoCAD Design Intern

Nov 2022 - Apr 2023

As a UI/UX and AutoCAD Design Intern at Sutra Luminis, I:

- Collaborated with the design team and clients like DLF, ITC, and Oberoi to ensure quality chandelier designs.
- Developed and maintained the company website, focusing on user-friendly interface, responsive design, and SEO optimization.
- Managed up to four projects simultaneously while meeting weekly deadlines.

PUBLIC TUNES

Design Intern

Nov 2022 - Apr 2023

As a Design Intern at PublicTunes, I:

- Designed and developed the website, ensuring a user-friendly interface and appealing aesthetic.
- Edited video footage and audio tracks for the documentary film "Uncovering Tailors."
- Created engaging social media posts for PublicTunes' Facebook and Instagram.

MASACIO & AUM

Founding Partner

May 2022 - Present

As the Founder of MASACIO and AU Media, I:

- Established an online fashion retailer focused on unique, stylish clothing.
- Grew MASACIO from a holiday project into a digital agency for e-commerce design solutions.
- Launched collections ranging from essentials to artist-inspired T-shirts.
- Blended fashion with art, music, and film for distinctive designs.
- Enhanced online presence for clients like RecoverSeason and Anasa.
- Designed responsive websites, social media posts, and optimized SEO.
- Increased clients' sales by 25% and secured long-term contracts and recurring revenue.
- Catered to fashion enthusiasts and music lovers, offering a luxurious and expressive shopping experience.

ADDITIONAL EXPERIENCE

Singer/Guitarist

The Piano Man Jazz Club, Depot48

Performed originals at The Piano Man Jazz Club (Safdarjung and Gurugram) and Depot48 (Greater Kailash, Delhi).

Head of Production

PublicTunes

Head Graphic Designer

In-{X} Union

Designed T-shirts, posts, brochures, banners, certificates, websites, and trophies for school events over 8 years.

PROJECTS

Uncovering Tailors

The film captures unique stories behind each piece of clothing, exploring the diverse sociocultural ethos of fashion. From flashy studios to traditional workshops, it portrays hidden narratives. Through interviews, it amplifies artisans' voices and reveals lesser-known aspects of the fashion world, offering a balanced perspective on the art and the artists.