

SUBHOMOY SINHA

AI DESIGNER

Senior Graphic Designer & AI-Led Creative Specialist · 20+ years

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www.bysubhomoy.com

SCAN · PORTFOLIO

SOFTWARE SKILLS

experience

Photoshop 20+ yrs	Illustrator 20+ yrs	Premiere 20+ yrs
CorelDRAW 20+ yrs	DaVinci 3+ yrs	After Effects 12+ yrs

AI TOOLS

FEATURED

ChatGPT

Claude

Also working with

IIElevenLabs · Grok · Copilot · Adobe Firefly · Gemini · Hailuo · OpenAI Sora 2 · Google AI Studio · GOOGLE VEO 3 · KlingAI · emergent · Higgsfield · Seedance 2.5

EDUCATION

Bachelor of Fine Arts (BFA)
Advertising & Mass Communication
College of Fine Arts
Karnataka Chitrakala Parishat

PROFESSIONAL SUMMARY

Innovative and results-driven **Senior Graphic Designer & AI-Led Creative Specialist** with 20+ years of experience in visual design, branding, photography and event design.

Expert in AI-assisted content creation and prompt-driven design workflow (generative visuals, automated layout, image enhancement), working daily with **Claude** and **ChatGPT**. Proven leader in delivering high-impact campaigns by combining traditional design craft with modern AI tools to accelerate ideation, production, and brand storytelling.

CORE COMPETENCIES

- **AI Content Creation & Prompt Engineering** with **Claude** & **ChatGPT** (image generation, layout automation, captioning)
- Generative Design & Image Enhancement (stable diffusion / DAE / commercial tools)
- Branding Strategy & Visual Identity
- Photography & Photo Editing (AI-assisted retouching)
- Adobe Creative Cloud + AI plugins (Photoshop, Illustrator, Premiere)
- Team Leadership & Project Management
- Event Design & Experiential
- Branding Client Relations & Stakeholder Communication

GRAPHIC DESIGN EXPERIENCE

Created visually compelling print and digital campaigns, incorporating AI-generated concepts to speed prototype-to-delivery cycles.

Led brand identity projects using a mix of human-led concepting and AI-assisted asset generation to maintain creativity while improving throughput.

Conducted and edited product and event photo shoots; used AI retouching to enhance image quality and consistency across channels.

Collaborated cross-functionally to integrate AI assets into marketing, print, and live-event collateral while ensuring brand alignment.

STRENGTHS

- Attention to Details
- Interpersonal Communication
- Planning and Coordination
- Dependable and Responsible
- Visual Designing
- Brand Communication

WORK HISTORY

AI DESIGNER Subhomoy Sinha

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Senior Media AI Designer

Present

Dribble · Bengaluru, India

- Create AI-led visuals, brochures and marketing collateral for Dribble's sports surfaces: artificial turf, PU, synthetic acrylic, EPDM, vinyl and maple wood
- Use **Claude** and **ChatGPT** alongside Adobe tools to speed up concepting, copy and production across print and digital
- Build Claude-powered interactive sales tools that support Dribble's B2B, project-based sales

Visual Designer Consultant

2013 – 2022

Alive Media Productions & Entertainment Pvt. Ltd.

- Developed strong communication and organizational skills through working on group projects
- Assisted with day-to-day operations, working efficiently and productively with all team members
- Proven ability to learn quickly and adapt to new situations
- Self-motivated, with a strong sense of personal responsibility
- Demonstrated leadership skills in managing projects from concept to completion
- Exercised leadership capabilities by successfully motivating and inspiring others
- Adaptable and proficient in learning new concepts quickly and efficiently
- Proved successful working within tight deadlines and a fast-paced environment
- Demonstrated strong organizational and time management skills while managing multiple projects
- Used strong analytical and problem-solving skills to develop effective solutions for challenging situations
- Worked well in a team setting, providing support and guidance
- Developed and maintained courteous and effective working relationships
- Worked flexible hours across night, weekend and holiday shifts

Senior Visual Designer

Feb 2008 – May 2012

India International Consumer Fair (IICF)

- Cultivated interpersonal skills by building positive relationships with others
- Provided professional services and support in a dynamic work environment
- Organized and detail-oriented with a strong work ethic
- Demonstrated creativity and resourcefulness through the development of innovative solutions
- Adaptable and proficient in learning new concepts quickly and efficiently
- Worked effectively in fast-paced environments
- Gained strong leadership skills by managing projects from start to finish
- Proved successful working within tight deadlines and a fast-paced environment

Senior Visual Designer

Mar 2002 – Apr 2007

Indian Consumer Fair (ICE)

- Cultivated interpersonal skills by building positive relationships with others
- Provided professional services and support in a dynamic work environment
- Organized and detail-oriented with a strong work ethic
- Demonstrated creativity and resourcefulness through the development of innovative solutions
- Adaptable and proficient in learning new concepts quickly and efficiently
- Worked effectively in fast-paced environments
- Gained strong leadership skills by managing projects from start to finish
- Proved successful working within tight deadlines and a fast-paced environment

Lead Graphic Designer

Mar 1997 – Apr 2001

Infotech Global India (IGI)

- Met with customers to present mockups and collect information for adjustments
- Created digital image files for use in digital and traditional printing methods
- Completed final touches for projects before rollout
- Developed innovative designs for a variety of clients in the graphic design industry
- Edited and enhanced existing artwork and graphics; used interactive design elements to create a more engaging user experience; collaborated with other designers to create visually appealing graphics for a range of print and digital media