

# Professional Summary



**SUBHOMOY  
SINHA**

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## Software Skills

Years of Experience



20 +



20 +



20 +



20 +



3+



12 +



Sora



PORTFOLIO

### Education

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

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). 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 (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.



### Attention to Details

★★★★★

### Interpersonal Communication

★★★★

### Planning and Coordination

★★★★★

### Dependable and Responsible

★★★★★

### Visual Designing

★★★★★

### Brand Communication

★★★★★

## Work History

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### Visual Designer Consultant

Alive Media Productions & Entertainment Pvt .Ltd  
2013 -2022

#### Responsibilities

- 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 shift

## Work History

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### Senior Visual Designer

India International Consumer Fair (IICF)  
Feb 2008 - May 2012

#### Responsibilities

- 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**

Indian Consumer Fair (ICE)

March 2002 - April 2007

### Responsibilities

- 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.
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## **Lead Graphic Designer**

Infotech Global India( IGI)

March 1997- April 2001

### Responsibilities

- 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 variety of clients in graphic design industry.
  - Edited and enhanced existing artwork and graphics Used interactive design elements to create more engaging user experience. Collaborated with other designers to create visually appealing graphics for range of print and digital media.
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