



# pallav sinha

DESIGN | CONTENT | BRAND STORYTELLING

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PORTFOLIO : [www.wegotit.work](http://www.wegotit.work)

## core skills

- ✓ Brand Identity Development
- ✓ UI/UX and Product Design
- ✓ Visual Design Systems
- ✓ Packaging and Retail Design
- ✓ Digital Marketing Creatives
- ✓ Cross-Functional Team Leadership
- ✓ Campaign and Content Strategy
- ✓ Consumer Engagement through Design

## experience

### ASSOCIATE CREATIVE DIRECTOR

**Clemenzie Communication | May 2017 - Present ( 7 year 10 months )**

- Shaped the creative vision for a multi-channel brand communication agency.
- Led and mentored a team of designers, writers, and creative minds.
- Crafted and executed campaigns that lived across digital, print, video, and social media.
- Defined brand identities and built compelling narratives that resonated with audiences.
- Worked closely with clients to align creative execution with business goals and strategy.
- Ensured consistency in brand visuals and messaging across all touchpoints.

### PRODUCTION ARTIST / CO-FOUNDER

**Gearup Studios | Feb 2017 - April 2017 ( 3 months )**

- Brought brands to life—crafting identities and marketing collateral that stood out.
- Designed illustrations, storyboards, and digital assets for mobile and web-based projects.

### PRODUCTION ARTIST

**Gamezale Studios | Feb 2016 - Jan 2017 ( 1 year 1 month )**

- Designed concept art, UI elements, and game assets for mobile and web-based games.
- Created animations and interactive elements using Unity3D to enhance player experience.

## JR. PRODUCTION ARTIST

SAGE Infolabs | Dec 2014 - April 2015 ( 5 months )

- Crafted digital artwork and concept art for web-based video games.
  - Explored new frontiers in VR—researching and developing for early Oculus Rift releases.
  - Built 2D and 3D mobile game experiences using Unity3D and JavaScript.
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## OPERATIONS EXECUTIVE

Global Opportunities | July 2014 - Oct 2014 ( 4 months )

- Guided aspiring students through the study-abroad onboarding process.
- Helped organize events, leading to a record-breaking student turnout.

## brands/clients

Tanishq, bigbasket, Swiggy, TATA, Flipkart, NACIN Bengaluru, HCCI, Ooty Literary Festival, Purple Brick, Sakurafresh, Pet Warehouse, Sidvin, Natural Remedies, FirstQA, Inventure Academy, IFB appliances, and others.

## education and certifications

- Certified Course in Windows & Game Programming – SAGE Infolabs (2012 - 2013)
  - Diploma in Arts & Animation – Global School of Animation & Games (2010 - 2011)
  - Fine Arts - Don Bosco School (2003 - 2005)
  - Basic & Advanced Art Classes – Dhruvad Arts (1997 - 2001)
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## hobbies and interests

When I'm not designing, you'll find me playing video games, off-roading on my motorbike, or painting—each fueling my creativity in its own way. My passion is to one day see the world under my design or move societies with my ideas and thinking.

# about me

With over 10 years of experience, design, for me, is more than aesthetics—it's about problem-solving, storytelling, and creating experiences that leave a lasting impact. Over the last decade, I have worked across advertising, branding, digital media, and motion graphics, leading creative teams and crafting campaigns that resonate.

I joined Clemenzie when it was a young agency, growing alongside it and playing a key role in its evolution. Over time, my responsibilities expanded from execution to creative leadership, multi-channel strategy, and team management. While my experience has been shaped by the fast-paced world of agencies, I am now looking to transition to a brand-side role, where I can focus on long-term brand storytelling, identity building, and design leadership.

I operate under the alias "wegotit"—a reflection of my belief that good design is about understanding the problem, finding the right solution, and executing it seamlessly. My approach is rooted in my philosophy:

"Everything is designed, some things are designed well."