

Amey Gokarn/ CV

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Manifesto

Every designer's job is to get inspired and inspire. And in there lies the idea that needs to be defined and expressed in the most effective manner. I believe that effective communication is always simple and clear.

The clarity of communication enables a wider audience. Every design/designer has a role to play. A purpose. Thus, there is rarely a bad design/designer.

It is the constant conflict in one's consciousness that makes a good designer. Good design can educate and change markets.

I am a modernist. I don't think designers have freedom of expression outside the brief but also I believe a brief is seen the way a designer chooses to see. I think a designer should let the audience express themselves through his work.

I am an agent of aesthetics/style as and when the brief demands. I am a seller. I am also a self-made addict of technicalities, which tend slow me down at times.

Education

Camberwell College of Arts/
University of the Arts London/
FdA Design Practice/
Year one (*currently studying*)/
(2008 - 2010)

Abhinav Kala Mahavidyalaya/
University of Pune, India/
Bachelor of Fine Arts specializing in
Print making - second class/
(2002 - 2008)

College of Fine Arts/
Bharti Vidyapeeth, Pune, India/
Foundation in Art and Design/
(2001 - 2002)

Work Experience/Placements

Art worker at Prime4Print, London/
<http://diginat.com/>
(Dec 08 - *currently working*)

Freelance branding consultant for
PNG Jewelers Inc. San Jose, USA/
<http://www.pngjewelers.com/>
(Dec 07 - May 08)

Copywriter for
<http://www.videsignart.110mb.com/>
(June 07)

Visualizer (art direction)
Ogilvy & Mather, Mumbai, India/
<http://amey.110mb.com/>
(Oct 05 - Aug 06)

Technical capabilities

Being in family run business of large scale offset/litho printing, I understand most of the processes within the print industry.

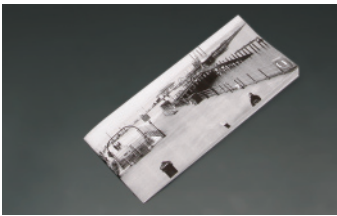
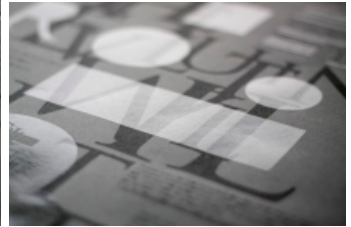
I have worked as an art worker which helped me to understand the pre-press and the post-press processes.

I have also worked as a web designer which helped me gain a good knowledge of web technologies such as HTML, Flash and CSS.

Softwares/Packages

I am proficient in
Adobe Illustrator/
Adobe Photoshop/
Adobe InDesign/
Adobe Dreamweaver/
Adobe Flash/

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Examples of work/

1. *Typography project*/ Typographic representation of Gil Scott Heron's poetry/
2. *Screen print poster*/ A poster about the 27/11 Mumbai massacre/
3. *Identity project*/ A branding guideline for South end-on-sea/