



# Dollcee Khattar

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## About Me

Highly accomplished branding and motion graphics professional with a successful track record collaborating with renowned brands like Burberry and Tiffany's. Expertise in branding, graphic design, and delivering impactful campaigns. Recently completed rebranding projects for companies such as SeKON, DCsquared. Possesses an entrepreneurial spirit and a humble approach to creativity. Thrives in fast-paced environments, consistently exceeding expectations.

## Education

**1995 - 2007**

**School - High school**

Mother's Intl School - *New Delhi, India*

**2010 - 14**

**BA Graphic Design**

Symbiosis Intl University - *Pune, India*

**2014 - 15**

**MA Graphic Design & Brand Management**

University for Creative Arts - *Epsom, UK*

## Awards & Recognition

**Mother's Intl School - India**

- // Scholarship for Computer Informatics
- // Scholarship for Hindi Language
- // 100% attendance award (3 consecutive yrs)
- // Creative Person for batch 2009-10

**Symbiosis Intl University - India**

- // Degree of Merit BA Graphic design (3.5/4 CGPA)

**University for the Creative Arts - UK**

- // Master's Degree of Merit in Graphic Design

**Professionally - UK, NYC, India**

- // Best branding for SeKON - Bold Branding Group
- // Aesthetic Social Media - Bold Branding Group
- // Best Product Packaging design for DeVoe

## Experience

**Apr 2018 - Present**

**Bold Branding Group, India**

Co-Founder & Head of Design & Creatives

Bold Branding Group, a women-led and award-winning branding agency, is highly skilled and multi-disciplinary. The agency specializes in transforming products and organizations into captivating personalities that attract and engage audiences. Renowned for their ability to merge bold ideas, innovative strategies, and creativity with industry-focused marketing solutions, Bold Branding Group has received numerous prestigious awards. With a strong focus on helping brands differentiate themselves and leverage their competitive advantages, the agency strives to achieve remarkable success for its clients.

**Experience:**

- // Co-founded and currently leading the design department at Bold Branding Group.
- // Successfully transformed numerous products and organizations into captivating brand personalities.
- // Merged bold ideas, innovative strategies, and creativity to develop industry-focused marketing solutions.
- // Collaborated with clients to understand their vision and deliver impactful design solutions.
- // Led a team of designers to ensure the highest level of creativity and quality in all projects.

**Aug 2017 - Apr 2019**

**Design My Presentation, India**

Senior UX Designer & Head of Design & Creatives

As a core member of the Design My Presentation team, I played a pivotal role in heading the design department and raising the standards of the company. Delivering bespoke, fully editable PowerPoint designs that exceed client expectations and set new industry standards. With a keen eye for detail and a commitment to excellence, I strive to provide each client with captivating and impactful design solutions. Collaborating with talented designers to deliver bespoke materials that leave a lasting impression and perfectly reflect brand identities. I firmly believe in the power of a captivating first impression and am dedicated to providing each company with a distinctive voice through exceptional design work.

**Experience:**

- // Core member of the team, instrumental in heading the design department and raising company standards.
- // Created bespoke, fully editable PowerPoint designs that surpassed client expectations. Ensured each design was tailored to reflect brand identity and effectively communicate key messages.



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## Professional Skills

### Management skills

Project Management	Negotiation Skills
Decision Making	Team Management
Problem Solving	Coaching and Mentoring
Team Building	Client Acquisition
Conflict Resolution	Research and Analysis
Public Relations	Communication Skills

### Design skills

Branding	Motion Graphics
Identity Design	Event Branding
Web Design	Packaging Design
Presentation Design	NGO Campaign Design
Typography	Magazine Layouting Design
Digital Illustration	Advertising Design
Video Production	Print Media Design
UX Design	Marketing Campaigns
Website UI Design	Interior Graphic Design
Art Direction	Fabric Pattern Dev
Advertising Strategy	Social Media Creatives

### Web and UX Design

Web Design	App Design
UX Design	Web Coding
UI Design	Art Coding

### Presentation , Video & 3D Production

Presentation Design	Motion Graphics
Content & Startegy	Video Editing & Production
Start up Solutions	Video Ads
Market Research	SMM Video Ads
	3D & 4D Modelling

### Branding & Strategy

Identity Design	Logo intro animation
Company Profiling	Brand guidelines
Content & Startegy	Brand messaging
Brand strategy	Implementing brand
Research competition	Build brand equity

## Experience

Jan 2016 - Jun 2016

### Inspired Mobile, London

Creative & Sales Manager (Promotion to sister company from imagine mobile)

Experienced professional with expertise in marketing, User Experience and graphic design within the unique mobile marketing platform of Inspired. Successfully played a hybrid role, combining marketing strategies and graphic design skills to drive results. Excelled in client acquisition, conducted thorough research, and demonstrated proficiency in website UI and UX design. Proven track record in contributing to sales and marketing meetings for effective collaboration.

#### Experience:

- // Worked within a unique mobile marketing platform, offering a suite of evolving solutions.
- // Played a hybrid role, combining marketing strategies and graphic design skills, motion designing and user experience.
- // Excelled in designing website UI and UX for enhanced user experiences.
- // Contributed to sales and marketing meetings, collaborating with team members for successful outcomes.

Sep 2015 - Jan 2016

### Imagine Mobile, London

Motion & Jr. Graphic Designer

A leading global premium ad-network known for its innovative solutions. Leveraged the power of proprietary ad-serving technology to drive numerous digital firsts worldwide. Thrived in the collaborative environment of the Creative Lab, where designers and coders united to create groundbreaking solutions. Excelled in video-based mockups, digital layouts, and banner ads, showcasing strong time management, team coordination, quick brainstorming, and exceptional creative outputs.

#### Experience:

- // Contributed to Imagine Mobile's position as a leading global ad-network.
- // Utilized proprietary ad-serving technology to drive groundbreaking digital initiatives.
- // Collaborated with designers and coders in the Creative Lab for innovative solutions.
- // Excelled in creating video-based mockups, digital layouts, and compelling banner ads.
- // Demonstrated exceptional time management, team coordination, and quick brainstorming abilities for efficient and impactful creative outputs.



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## Technical Skills

### Graphics - Adobe Suite

Photoshop	●●●●●●●●
Indesign	●●●●●●●●
Illustrator	●●●●●●●●
Procreate	●●●●●●●●
Affinity Designer	●●●●●●●○

### Video & motion Graphics & 3D Modelling

Cinema 4D	●●●●●○●○
Adobe Substance 3D	●●●●●○●○
After Effects	●●●●●●●○
Premiere pro	●●●●●●●●
Final Cut Pro	●●●●●○●○

### Web & App & coding - Ux & Ui

Figma	●●●●●●●●
Adobe XD	●●●●●●●○
Sketch	●●●●●●●○
Invision	●●●●●●●○
Processing	●●●●●○●○
Wix	●●●●●●●●
Wordpress	●●●●●●●●
Square Space	●●●●●●●○
Shopify	●●●●●○●○

### Sales & Marketing & finance

Microsoft Suite	●●●●●●●●
QuickBooks	●●●●○●○●
Safes Force	●●●●●○●○

### SMM & Ads & SEO's & Creatives

Canva	●●●●●●●●
Creatopy	●●●●●●●○
Adobe Express	●●●●●●●●
Google Adwords	●●●●●●●●

## Personal Skills & Interests

Animated Movies	Travel
Being Social	Making Sandwiches
Working Out	EDM enthusiast
Writing	Avid Reader
Learning	Musicals & Theatre

## Experience

Mar 2014 - Jun 2014

### The Quirk Box, India

Illustration & Graphic Design Intern (Started MA after this position)

Extensive experience at Quirk Box, a renowned fashion label targeting high-class society. Known for creating original and quirky fabric prints that push boundaries. Managed major projects with both flexible and hard deadlines, contributing to various areas such as photo editing, interior graphic design, fabric pattern development, social media creatives, flyers, NGO campaign design, photography, and modeling. Excelled in typography, digital illustration, magazine layouting, and demonstrated expertise in pattern and print design. Proficient in branding and digital printing techniques.

#### Experience:

// Created original and unconventional fabric prints for the fashion label targeting high-class society.

// Possessed extensive experience in pattern and print design, incorporating unique and innovative concepts. Demonstrated expertise in branding and digital printing techniques.

// Contributed to diverse areas, including photo editing, interior graphic design, fabric pattern development, social media creatives, flyers, NGO campaign design, photography, and modeling.

Sep 2013 - Mar 2014

### Adept Media, India

Motion & Jr. Graphic Designer (Got promoted to jr designer from intern in 30 days)

Experienced advertising specialist at Adept Media, serving prestigious Indian clients like Capri Sun and India Basmati Rice. Proven ability to handle major and minor projects, delivering original work aligned with the Indian society and market. Thrived in meeting tight deadlines, including 5-hour turnarounds, across diverse projects encompassing brand identity, brochure design, website design, and more.

#### Experience:

// Contributed to Adept Media's portfolio of notable clients, including Capri Sun and India Basmati Rice.

// Successfully delivered original work that aligned with Indian society and market preferences.

// Managed both major and minor projects, showcasing versatility and adaptability.

// Specialized in web-based advertising, particularly for clients such as Snapdeal.

// Thrived in meeting tight deadlines, including delivering high-quality graphics within short timeframes.



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## Portfolio & Testimonials

Within the 12 years of being active in the creative industry, I have worked with over 300+ companies and brands. My niche is **Brand Design and Motion Graphics**.



It's been a pleasure to work with Dollcee on our company's branding assets and marketing collateral. She has a great eye for design, taking rudimentary renderings and converting them into high quality professional finishes. She takes great pride in her work to ensure a satisfied client, and at the same time is very open to direction and project collaboration. I'd highly recommend her freelance services to take you to the next level.

**Ron Biagini**  
Co-Founder of Westhill, USA  
A wonderful Client  
2018



I had the pleasure of being Dollcee's tutor on MA Graphic Design at UCA Epsom. Always questioning, always wanting to achieve the best and most creative solution, her work was based on a deep understanding of her subject and a great empathy with humanity. Her commitment to her design work and the course were exemplary.

Dollcee is always willing to listen, debate and to explore new ideas and has the upmost integrity in the way that she conducts herself and presents her design solutions. Her final project 'Chai Village' perfectly showcased her innate creativity and design intelligence. She went the extra mile to produce an exceptional project and business plan to realize the concept. She was always a very pleasant, thoughtful and vocal presence in her MA cohort and I wish her all the best for the future.

**Dr. Sue Perks**  
MA Prof of Graphic Design, UCA, UK  
A wonderful Mentor  
2015

**By profession I live a life of a graphic designer who believes in results. If you're looking to take your business to the next level, then let's talk!**

