

# Surekha T. Patil

**GFX - Head of Department :**

**( Motion Graphics / Graphics Designer / Viz Artist / 3D Artist )**

**16+ Years Experience : Broadcast TV Channels Industry**

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Place : Kamothe, Navi Mumbai

**Resume Summary :-** Diligent and enthusiastic Senior Graphic Designer & Team Leader with excellent project design abilities and innovative creative thinking. Able to multitask with end result of bringing many graphic design projects to completion with accuracy, efficiency, and consistently meeting deadlines.

## CAREER OBJECTIVE

- ❖ Over 16+ years' Experience in the broadcast TV Channels industry, as a Team Leader, Motion Graphics Designer, Real Time Graphics / Automation (Templates), Animations and Compositing, Vizart Motion & 3D animation and a proven track record of creating impactful visual solutions.
- ❖ As a Leadership, proven in managing and inspiring creative teams, my aim is to lead and cultivate a culture of innovation, ensuring the delivery of visually compelling and brand-aligned solutions.
- ❖ Seeking a challenging position as a Team leader (Graphics Department) / Sr. Motion Graphics Designer / Sr. Viz Artist / 3D Graphics Designer.
- ❖ Where I can leverage my expertise in design, leadership, and innovation to drive creative direction, elevate brand identities, and deliver compelling visual experiences.
- ❖ Proficient in leveraging design thinking methodologies and adept at guiding projects from concept to execution with the software's, After Effects, Photoshop, Illustrator, Cinema 4D, as well as Viz Art, Template Wizard, Content pilot and Object store.
- ❖ Proficient with Specialized in real time graphics design for Elections, Weather, Sports, Business, Infographics, virtual studio sets, Headlines Etc. Good Communication Skills & Team working nature.
- ❖ Dedicated to staying updated with industry trends, and passionate about collaborating with teams to produce high-quality design solutions that exceed client expectations.

## CAREER SUMMARY

- Started my career in 2004 from Ramoji Film City Group (Hyderabad) with Broadcast General Entertainment TV Channel (ETV Marathi).
- In 2008 I shifted from Hyderabad to Mumbai and joined Sakal Papers Ltd. Group and I started my second level career in Infotainment TV Channel (Saam TV Marathi).
- Finally completing a long career journey with rich experience of 16 years, I started my third level career journey in Zee Media Group for Zee 24 Taas Marathi News TV Channel in the year 2023.
- I have grown my career from CG Operator to Senior and Head Graphics Designer (Motion, Vizart, 3D & 2D GFX) and accepted the challenges with responsibility.

## SOFTWARES SKILL

- Motion Graphics : After Effect
- Graphics Design : Adobe Photoshop, illustrator
- 3D Graphics : Cinema 4d
- Online News Graphics : Viz artist, Viz template Wizard, Content Pilot, Object Store, Viz Ticker

## EDUCATION

- Graduation : Bachelor In Arts
- Diploma : Graphics Designer

## SERVICE EXPERIENCE

## **Saam TV Marathi (Sakal Group) : April 2024 – Present (BKC Mumbai)**

**GFX - Head of Dept. / Sr. Motion & GFX Designer / 3D Artist / Sr. Viz Artist**

### **1. Creative Leadership:**

- Develop and maintain the creative vision for the motion graphics department
- Set high standards for quality and innovation

### **2. Team Management:**

- Lead, mentor, and guide a team of motion graphic designers
- Foster a positive and productive team culture
- Conduct performance reviews and provide constructive feedback

### **3. Project Management:**

- Oversee multiple projects simultaneously
- Ensure timely delivery, quality, and budget adherence
- Coordinate with clients, directors, and producers

### **4. Design and Production:**

- Develop and implement motion graphics concepts, designs, and animations
- Ensure consistency across all projects
- Stay up-to-date with industry trends and software

### **5. Client Relations:**

- Communicate effectively with clients to understand their needs
- Present and pitch ideas, concepts, and designs
- Build strong client relationships

### **6. Budgeting and Scheduling:**

- Manage department budget and resources
- Create and manage project schedules

### **7. Quality Control:**

- Ensure high-quality output across all projects
- Conduct quality checks and provide feedback

### **8. Industry Trends and Development:**

- Stay current with industry trends, software, and technologies
- Attend workshops, conferences, and training sessions
- Share knowledge with the team

### **9. Collaboration:**

- Work closely with other departments (Video Production, PCR-MCR-STUDIO, Marketing & Editorial Team)
- Ensure seamless integration of motion graphics into larger projects

## **Zee Media (Zee 24 Tass) : January 2023 – March 2024 (Mumbai)**

**Team Leader / Sr. GFX Designer / Sr. Viz Artist**

**Creative Direction** :- Establish the overall creative vision and design strategy for the network's on-air and digital graphics.

**Team Leadership** :- Manage graphics designers team & other creative professionals. Provide mentorship & guidance to ensure the team's growth.

**Branding and Consistency** :- Ensure consistent branding across all graphics elements & Monitor and enforce adherence to branding guidelines.

**Project Management** :- Oversee the planning, execution, and delivery of graphics projects for various programs, events, and broadcasts in timelines with deadlines.

**Collaboration** :- Work closely with producers, directors, content creators & other departments for graphics needs and provide creative solutions.

**Innovation and Trends** :- Stay up-to-date with the latest design and technology trends in the broadcast industry & keep the channel's visual presentation fresh and engaging.

**Training and Development** :- Provide training to team to enhance their skills, stay updated on software tools, and foster professional growth.

**Problem Solving** :- Address technical challenges, creative issues & any other problems that arise during the design & production process.

**Adaptation to Platforms** :- Ensure that graphics are optimized for different platforms, including television, streaming, social media & online platforms.

**Crisis Management** :- Be prepared to handle unexpected situations, such as breaking news or technical glitches, that may require real-time graphics adjustments.

**Saam TV Marathi (Sakal Group) : *June 2008 – December 2022 (Navi Mumbai)***

**Motion Graphics / viz Motion Graphics / viz Artist/ 3D Artist**

Designing & packaging the promos for show & headline Montage, 3d/2d Logo animations & Compositing Special effects for video.

Concept & design for show branding, Daily News , Events, Shows, Elections Graphics. Design Real time vizart Graphics all News Channel related. Also work for print.

**E TV Network (Ramoji Film City : *January 2007 – June 2008 (Hyderabad)***

**Motion Graphics / viz Artist**

Research and analyze best design techniques and solutions to create motion graphics.

Collaborate with video editors, producers, and other designers to resolve technical or design issues.

Display extraordinary client skills, and be able to exhibit enthusiasm, inspire creativity and collaboration within the group.

**E TV Network (Ramoji Film City : *May 2004 – December 2007 (Hyderabad)***

**C. G. Operator**

Controls all graphical information on the video board.

Operate CG computer interface to play graphics during newscast.

Playback graphic sequence based on the newscast script provided by the News Director.

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Thank You

Mrs. Surekha T. Patil

Place :

Date