

Tathagata Sarkar

Product Designer · Creative Systems & Visual Craft

Mumbai, India · Open to relocation

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PROFILE

Product designer with six years of agency and in-house experience, working where visual craft meets creative infrastructure. I design the systems, rules and quality processes that keep art direction intact across formats, product ranges and markets -- and I came to it through the craft, not around it.

Currently leading creative-systems delivery for adidas Europe across 22 EU markets. My work sits between art direction, performance creative and production infrastructure: defining frameworks, partnering with developers, guiding quality assurance and helping designers deliver consistently at scale.

CORE STRENGTHS

Creative systems leadership · Campaign visual direction · Multi-market localisation · Feed-driven dynamic creative · Template architecture and governance · Design QA and brand stewardship · Cross-functional collaboration · Designer mentoring · Performance creative · CGI and product visualisation

EXPERIENCE

Brandtech+ / The Brandtech Group · adidas Europe

Senior Integrated Designer, Creative Systems

Mumbai, India · Aug 2025–Present

- Lead the creative-systems and campaign-delivery workflow for adidas Europe, supporting 22 markets and more than 300 assets per campaign.
- Define and maintain feed-driven design frameworks in Celtra CE, translating brand art direction into reusable rules for product attributes, colour logic, copy variants and CTA behaviour.
- Partner with Celtra developers to turn creative requirements into reliable rendering systems; review live-feed edge cases, refine fallback logic and protect visual consistency across markets.
- Guide creative quality and campaign readiness across brand standards, platform requirements and performance objectives.
- Contribute to Smartly.io template governance, balancing local-market flexibility with consistent adidas brand expression.
- Built an AI-assisted product-image normalisation workflow that improved consistency and reduced manual asset-preparation work.
- Mentor junior designers on layout, design systems and quality standards; support A/B testing and live creative optimisation.

Brandtech+ / The Brandtech Group · adidas Europe

Integrated Designer

Mumbai, India · Sep 2024–Jul 2025

- Delivered dynamic, multi-format performance creative for adidas Europe across EU markets.
- Built and optimised Celtra CE and Smartly.io templates for feed-based campaign rollout.
- Created structured template logic and automation-ready frameworks that enabled fast, consistent localisation.
- Collaborated across creative, development and account teams in tight delivery cycles.

FCB Kinnect

Senior Visualizer

Mumbai, India · Jan 2023–Aug 2024

- Led visual execution across integrated digital campaigns for Amazon Fashion, Amazon Fresh, HDFC Bank, Standard Chartered, Disney+ Hotstar, Tide and Polycab.
- Built campaign systems that held together across social, display, landing pages, print, OOH and rapid-turnaround moment marketing.
- Managed brand consistency and final artwork across high-volume production, including regulated financial-services communications.
- Worked with strategy, copy, account and media teams to turn campaign direction into clear, scalable visual design.
- Developed product visualisation and CGI-led creative for launches, alongside campaign key visuals and rollout toolkits.

Pixilet Solutions

Senior Graphic Designer

Kolkata, India · Jan 2020–Dec 2022

- Took brand and marketing collateral from initial concept through final production for retainer clients across India.
- Designed identities, brochures, campaigns, social assets and print materials while managing quality, timelines and production detail.
- Developed the craft foundation in typography, layout, visual storytelling and brand consistency that informs my current systems-led approach.

SELECTED LEADERSHIP HIGHLIGHTS

adidas Europe — Multi-market creative systems

Lead creative infrastructure supporting 22 EU markets, 300+ assets per campaign and product feeds of 1,000+ SKUs. Translate campaign art direction into flexible, governed design systems that allow localisation without compromising brand standards.

adidas x Copenhagen Half Marathon — OOH & DOOH

Sole designer responsible for adaptation, master artwork and final delivery across every format. Created the crop, layout and lockup logic that carried one campaign image across metro doors, large-format scaffold wraps, social formats and motion.

Amazon Fashion & Amazon Fresh — Always-on campaign systems

Designed campaign frameworks that could refresh frequently without losing recognisability, using fixed typographic, colour and content hierarchies across social, display and long-form formats.

CAPABILITIES & TOOLS

Leadership and operations	Creative direction support, design QA, brand governance, multi-market creative operations, workflow improvement, mentoring, stakeholder collaboration
Creative systems	Celtra CE, Smartly.io, dynamic creative optimisation, feed-driven rendering, conditional logic, template architecture, localisation, fallback logic
Design	Figma, Photoshop, Illustrator, InDesign, After Effects, CGI/product visualisation, HTML/CSS literacy

EDUCATION

Postgraduate Diploma, Advertising Design & Digital Communication

École Intuit Lab, Mumbai

B.Tech, Computer Science Engineering

Techno India University, Kolkata