

SANKAR A

CREATIVE GRAPHIC HEAD

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Creative and results-driven Creative Graphic Head with 14 years of experience leading branding, UI/UX design, and visual storytelling for corporate and tech-driven brands. Adept at developing design strategies that enhance brand identity, user engagement, and digital presence. Expertise in AI-powered design, cross-functional collaboration, and leading high-performance teams.

CORE STRENGTHS

🎯 Creative Strategy 📱 UI/UX Design ⚙️ AI in Design 📄 Branding 🔄 Adobe Creative Suite

CORE SKILLS & EXPERTISE

- Creative Direction & Brand Strategy
- UI/UX Design & User-Centered Design
- Graphic & Visual Communication
- AI in Design & Emerging Trends
- Design Thinking & Problem-Solving
- Team Leadership & Mentoring
- Adobe Creative Suite, Figma, Sketch
- Web & Mobile App Design
- Motion Graphics & Video Editing
- HTML, CSS (Basic Understanding)

PROFESSIONAL EXPERIENCE

Creative Graphic Lead


SWIPE WIRE | BRAND VAULT 360° | HONEYCOMB INDIA


Jan 2019 — March 2024

- Led the design and execution of creative concepts for a wide range of digital campaigns and print materials, including websites, user interfaces, logos, branding, and marketing collateral.
- Directed the visual design strategy for web design and development, ensuring seamless UX/UI design for improved user experience across various platforms.
- Created visually compelling branding materials, including logos, product packaging, and marketing assets that communicated a strong, cohesive brand identity.
- Collaborated closely with cross-functional teams, including product development and marketing, to deliver innovative, on-brand designs and digital solutions.
- Designed and optimized digital marketing assets, including social media posts, videos, and advertisements, to drive engagement and brand awareness.
- Managed the creative process for multiple projects simultaneously, ensuring high-quality deliverables within deadlines.
- Conducted research and analysis to inform design decisions, staying updated with the latest design trends and technologies.
- Led the creation and execution of visually engaging presentations, pitch decks, and promotional materials for clients and stakeholders.
- Oversaw design workflow, guiding junior designers and providing feedback to maintain design consistency and excellence across all projects.

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PREVIOUS EXPERIENCE

- Brand Vault 360°Pvt, Ltd | As Graphic Lead - (USA) Remote Jun 2020 — Sep 2022
- Honeycomb India Pvt Ltd | As Graphic Artist Lead - Bangalore Jan 2019 — May 2020
- FSM Group (Femina) | As Sr. Graphic Designer Lead - Trichy Sep 2013 — Feb 2017
- Digilink Systems Pvt, Ltd | As 2D Graphic Animator - (Singapore) Remote Jan 2007 — Dec 2012

ACHIEVEMENT & AWARDS

- Participated in the Lava Kusa Animation Team Hyderabad's 2010 2D animation competition.
- Won 1st place in the 2010 Bangalore Ant Studios 2D animation competition.
- Advanced from 2D Animator to Creative Graphic Lead due to exceptional performance.
- Led design teams to achieve high productivity while fostering collaboration and innovation.
- Consistently exceeded client expectations with creative and effective design solutions.
- Designed acclaimed visuals that aligned with branding and marketing objectives.
- Conducted training sessions on advanced design techniques, enhancing team skills and knowledge.
- Played a key role in successful project executions, contributing to organizational growth.
- Introduced innovative design concepts, improving brand presence and customer engagement.
- Earned industry recognition for outstanding design work and contributions.

EDUCATION & CERTIFICATION

- PGDCA in Computer Application | SIT-Tamil Nadu in 2003-2004.
- Diploma in Technical Art | from Vasavi Vidyalaya in 2004-2007.
- AAASP-Visual Arena Multimedia Animation | Aptech Education in 2008 -2010.
- BA in Journalism & Mass Comm | from Vinayaka Missions Sikkim University in 2014-2017.
- Autodesk 3DMax/CAD Cad | Cad Centre Trichy in 2013-2014.
- Advanced Certification in UI UX Design | Simplilearn-IIIIT Bangalore in 2023 - 2024
- Generative AI Specialization | Simplilearn- IIIIT Bangalore 2023 - 2024

ADVICE FOR CONTACTING

I'm always open to conversation, networking with like-minded professionals, sankar.animas@gmail.com or discussing future prospects. Connect with me on Linked In or contact me at www.linkedin.com/in/sankar-arumugam