

SANKAR ARUMUGAM

CREATIVE GRAPHIC HEAD

WORK EXPERIENCE

CAREER CONTOUR

I am a dedicated, detail-oriented, and highly skilled professional with over **13 years** of experience in the IT industry. I consistently deliver results-driven work and have a proven ability to implement tasks efficiently and effectively.

Areas of expertise: Creative Direction, Design Strategy, Project Management, Brand Development, Innovative Design, Client Relations, Design Software, Animation, Digital Marketing, Team Leadership, Sourcing, and Time Management.

I have extensive experience working with large organizations like **Swipewire Technologies** and **Brand Vault 360° Pvt. Ltd.** My skills in analysis, problem-solving, and coordination have contributed to my success and commitment. I excel in communication, teamwork, and have strong organizational and problem-solving abilities.

Beginning my career as an Executive and advancing to the role of Creative Graphic Lead, I have been recognized for my results-oriented approach. With strong influencing and negotiation skills, I think both creatively and strategically, consistently delivering innovative solutions.

2022 - 2024

SWIPEWIRE TECHNOLOGIES Creative Graphic Lead, Chennai

• Creative Leadership:

Led a team of graphic designers and animators, providing creative direction. Fostered a collaborative environment, encouraging teamwork and knowledge sharing.

• Project Management:

Managed design projects from concept to completion, ensuring timely delivery. Coordinated with clients and stakeholders to meet design objectives.

• Design Expertise:

Designed for branding, product design, UI/UX, web, 2D animation, and illustration. Proficient in Adobe Creative Suite and Figma for impactful visual designs.

• Mentorship and Training:

Mentored junior designers, offering feedback to improve skills. Conducted training on new design tools and industry trends.

• Client Communication:

Communicated with clients to understand their needs and deliver solutions. Managed expectations and provided regular project updates.

• Quality Assurance:

Reviewed designs for quality and consistency across all deliverables. Ensured brand integrity through effective quality control processes.

• Innovation and Creativity:

Contributed fresh ideas to enhance brand aesthetics and user experience. Kept up with emerging trends and technologies to drive innovation.

• Strategic Planning:

Worked with senior management to align design strategies with business goals. Played a key role in executing design projects to enhance brand presence.



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E-Mail

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Website

https://sankararumugam.com



Address

103c, RCN Apartment, MGR Nagar,
Mutharasanallur, Trichy-620101.
Tamilnadu, India.

SKILLS

- Ms office
- Windows / Mac
- Internet Application
- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- Animate
- Figma
- Generative Ai
- Premiere
- After Effect
- 3D Max

INTERESTS



SANKAR ARUMUGAM

CREATIVE GRAPHIC HEAD

PREVIOUS

EXPERIENCE

(2020- 2022)

- **Brand Vault 360°Pvt, Ltd.,** Graphic Lead- (USA) Remote

(2019- 2020)

- **Honeycomb India Pvt, Ltd.,** Graphic Artist Lead- Bangalore

(2013- 2014)

- **FSM Group (Femina),** Sr. Graphic Designer- Trichy

(2007- 2013)

- **Digilink Systems Pvt, Ltd.,** 2D Graphic Animator- (Singapore) Remote

EDUCATION

ACADEMIC FORTE

(2004- 2007)

- **Diploma in Technical Art,** Vasavi Vidyalaya.

(2008- 2010)

- **AAASP-Visual Comm,** Arena Multimedia Animation, Aptech Education

(2014- 2017)

- **BA in Journalism & Mass Comm,** Vinayaka Missions Sikkim University

CERTIFICATION

(2003- 2004)

- **PGDCA in Computer Application,** SIT-Tamil Nadu

(2013- 2014)

- **Autodesk 3DMax/CAD Cad,** Cad Centre Trichy

(2023- 2024)

- **Advanced Certification In UI UX Design,** Simlilearn, IIIT Bangalore

(2024) Currently

- **Generative AI for Business Leaders,** Simlilearn, IIIT Bangalore

ACHIEVEMENTS

- Career advancement from 2D Animator to Creative Graphic Lead due to exceptional performance.
- Led design teams to high productivity, fostering collaboration and innovation.
- Consistently exceeded client expectations with creative and effective design solutions.
- Created acclaimed designs that met branding and marketing objectives.
- Conducted training sessions on new design techniques, boosting team skills and knowledge.
- Played a central role in successful project executions, enhancing organizational growth.
- Introduced cutting-edge design concepts, improving brand presence and customer engagement.
- Gained respect within the industry for exceptional design work and contributions.



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EXPERTIZE

- Graphics Design
- Logos
- Branding
- Products
- Web Designs
- Ux & UI Design
- Digital Marketing
- PPT Designs
- Digital Illustration
- Story Board
- Concept Art
- 2D Animation
- Video & Audio Editing

ADVICE FOR CONTACTING

I'm always open to conversation, networking with like-minded professionals, or discussing future prospects. Connect with me on Linked In or contact me at

 www.linkedin.com/in/sankar-arumugam-82856776