

# SANKAR A

## Creative Graphic Head

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## SUMMARY

### Creative Head | Branding, Advertising, UI/UX & Digital Marketing Strategist

Dynamic and results-oriented Creative Head with over 14 years of experience leading high-performing teams and delivering strategic branding, advertising, and digital marketing solutions. Demonstrated success in spearheading enterprise-level campaigns for global giants such as Infosys and Amazon. Known for designing human-centric, immersive brand experiences that drive audience engagement and accelerate business growth. Proficient in graphic and web design, UI/UX, brand development, and cross-platform campaign execution. Expert at blending traditional advertising with innovative digital activations to create cohesive brand identities and deliver measurable impact.

## EDUCATION

2014

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

2010

**AAASP-Viscom | Aptech Education**  
**Arena Animation Academy, Trichy & Chennai**

2007

**Diploma in Technical Art**  
**Vasavi Vidyalaya, Trichy**

## EXPERIENCE

04/2024 - Present

Erode, India

- Creative Lead -WFH

**The Leaders Boat**

- Spearheaded the execution of high-quality branding and marketing initiatives by collaborating with cross-functional teams, driving impactful brand presence.
- Led a multidisciplinary creative team to deliver engaging web designs, graphic assets, and visual content for large-scale branding projects.
- Partnered with the marketing department to conceptualize and execute Gardon's advertising campaigns, ensuring strong alignment with brand strategy and business goals.
- Managed multiple concurrent projects, consistently meeting deadlines and budget constraints while upholding creative excellence and brand consistency.

08/2022 - 03/2024

Chennai, Bangalore  
India

- Graphic Team Lead -WFO

**The Swipewire Technologies-(UAE)**

- Led a team of 16 creative professionals, including graphic designers, motion graphic artists, UX/UI designers, and visual designers, delivering impactful design solutions across online gaming platforms, websites, and marketing campaigns.
- Oversaw graphics and design for online game-related content and interactive web experiences, ensuring visual appeal, user engagement, and brand consistency.
- Managed the end-to-end creative process for enterprise-level campaigns—from conceptualization to final execution—while aligning deliverables with brand standards and project deadlines.
- Conducted regular performance reviews, established individual/team goals, and fostered a collaborative and innovative work environment to drive high-quality outcomes.
- Boosted team efficiency and output by streamlining workflows and introducing project management tools such as Monday.com, Basecamp and Jira.

# EXPERIENCE

**06/2020-09/2022**

Trichy, India

- **Graphic Lead -WFH**

**Brand Vault 360 ° -(USA)**

- Directed a high-performing team of 10 creative professionals, delivering end-to-end solutions including brand identity, marketing collateral, digital campaigns, Web, UI Design, and visual storytelling across diverse sectors such as Retail, E-commerce, F&B, IT, Consulting, and FMCG.
- Developed tailored creative strategies to address specific industry challenges, driving measurable impact for both B2B and B2C clients.
- Designed compelling data visualizations and infographics, translating complex insights into clear, executive-level presentations and business reports.
- Oversaw the full design lifecycle—from concept through execution—ensuring alignment with client objectives, timely delivery, and exceptional quality standards.
- Mentored and coached team members through regular performance reviews, upskilling initiatives, and collaborative ideation sessions, fostering a culture of innovation and continuous growth.

**01/2019-05/2020**

Bangalore, India

- **Graphic Artist Team Lead-WFO**

**Honeycomb India**

- Supervised a multidisciplinary creative team of 8—including graphic designers, publishing artists (Byju's), and motion designers—delivering impactful visual solutions across print, digital, and broadcast platforms.
- Conducted regular one-on-one performance reviews, offering actionable feedback and aligning team goals with broader organizational objectives to drive accountability and growth.
- Produced visually compelling television ads and motion graphics using Adobe After Effects and Premiere Pro, significantly boosting brand visibility and audience engagement.
- Led the design and execution of high-quality software demo campaigns, RFPs, and pitch decks for Byju's and other clients in the technology sector, contributing to successful client acquisition and retention.
- Partnered with sales and technical teams to craft persuasive, client-specific presentation materials, strengthening business development efforts through impactful visual storytelling.
- Championed a culture of continuous improvement and collaboration, conducting performance evaluations and ensuring the team consistently met tight deadlines and high creative standards.

**01/2015 -08/2018**

Pondicherry, India

- **Senior Creative Artist -WFO**

**Integra Software Services**

- Led a creative graphic artist team of 5 designers, including both junior and senior members, in delivering high-quality visual assets for digital publishing and software solutions.
- Oversaw the design process from concept to completion, ensuring alignment with client requirements and brand standards.
- Collaborated with cross-functional teams including developers, content creators, and project managers to deliver integrated creative solutions.
- Provided mentorship and training to enhance team performance and creative output.

**09/2013 -12/2014**

Trichy, India

- **Senior Graphic Designer**

**Femina Shopping Mall**

- Supervised a creative team of 10 junior and senior designers, managing the design and production of marketing materials, in-store branding, and promotional campaigns.
- Developed engaging visual content to enhance the mall's brand presence across print, digital, and outdoor media.
- Coordinated closely with the marketing and merchandising teams to align visual strategies with sales goals and seasonal promotions.
- Provided creative direction, feedback, and support to maintain design quality and brand consistency.

## EXPERIENCE

12/2009-02/2011

Trichy, India

- Web Designer -WFH

**Techfort Solutions (Belgium Client - Digilink Systems)**

- Collaborating remotely with Digilink, a Belgium-based digital solutions partner, to design and deliver responsive, user-focused web interfaces and digital assets.
- Creating visually engaging website layouts, banners, and UI components tailored to European design sensibilities and user behavior.
- Ensuring brand consistency across all digital touchpoints while adapting visuals for multilingual and multicultural audiences.
- Working closely with developers and project managers in an agile environment to align design output with technical feasibility and client expectations.
- Delivering high-quality visual assets for websites, landing pages, email templates, and social media campaigns, contributing to improved user engagement and client satisfaction.
- Maintaining up-to-date knowledge of design trends, tools, and web standards to ensure cutting-edge and accessible design solutions.

01/2007-07/2013

Trichy, India

- 2D Graphic Animator -WFH

**Digilink Systems-(Singapore)**

- Led a multidisciplinary team of 10, including junior/senior designers and developers, to deliver cohesive visual and interactive brand experiences.
- Managed project workflows, delegated tasks, and ensured timely delivery of high-quality creative assets.
- Coordinated closely with developers to align design execution with technical feasibility and performance.
- Played a key role in shaping brand identity, digital campaigns, and UI/UX design across multiple platforms.

## SKILLS

- **Creative Team Leadership:** Expertise in leading creative teams for large-scale branding and advertising projects.
- **Enterprise-Level Campaigns:** Experience managing marketing campaigns for global brands like 9MM and Piewine.
- **Human-Centric Marketing:** Ability to design & execute experiential marketing campaigns that resonate with target audiences.
- **Graphic & Web Design:** Proficient in leading the development of both digital and traditional marketing assets.
- **Brand Development:** Expertise in creating Amazon brand identities across all marketing channels.

## KEY ACHIEVEMENTS

- **Led a successful global branding campaign** for 9MM / Piewine resulting in a 25% increase in brand visibility and customer engagement.
- **Executed a multi-channel marketing strategy for Amazon**, helping drive significant lead generation and brand recognition in competitive markets.

## 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 Story ( I am sorry ) competition.

## CERTIFICATIONS

- Autodesk 3DMax/CAD Cad | Cad Centre Trichy in 2013-2014.
- Advanced Certification in UI UX Design | Simplilearn-IIIT Bangalore in 2023 - 2024
- Digital Marketing Specialist & Strategy | Simplilearn-IIIT Bangalore in 2024
- Generative AI Specialization | Simplilearn- IIIT Bangalore 2023 - 2024

## SOFTWARE & TOOLS

### Design & Creative Tools:

- **Adobe Photoshop, Illustrator, InDesign:** Expert-level proficiency for graphic and multimedia design.
- **Adobe After Effects, Premiere, Animate:** Expert-level proficiency for editing and 2D Animation,motion graphics.
- **Figma, Adobe XD, Sketch, and InVision:** Working knowledge for creating animations and video content.
- **AI Tools:** Chat GPT, Midjourney, DALL-E, Adobe Firefly, Runway...
- **3d Max, 2d & 3d Cad :** High-level proficiency for 3d Modeling & 2d Drawing design.
- **Jira, Monday, Basecamp:** Familiarity with project management tools for tracking and managing creative workflows.

## PORFOLIO

[Behance](#)[WebSite](#)

### PRESENTATION DESIGN

[Gordon's](#)[Deck](#)[Posters](#)[Malacto](#)[Social Media](#)[E-Commerce](#)[Gosto](#)[Web Design](#)[Magazine](#)

### VISUAL BRANDING DESIGN

[Goal Dew](#)[Rex Ape](#)[Orambo](#)[Expresso](#)[Criczone](#)[Metapix](#)

### UX & UI CASE-STUDY

[Rove Rental](#)[FitCrew](#)[PeekePay](#)

### VIDEO DESIGN

[Motion Reel](#)[2D Animation](#)