

SANKAR A

Creative Graphic Head

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Trichy, Tamilnadu, India

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	<ul style="list-style-type: none">Creative Lead -WFH The Leaders Boat<ul style="list-style-type: none">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	<ul style="list-style-type: none">Graphic Team Lead -WFO The Swipewire Technologies-(UAE)<ul style="list-style-type: none">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
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PRESENTATION DESIGN

Gordon's	Deck	Posters
Malacto	Social Media	E-Commerce
Gosto	Web Design	Magazine

VISUAL BRANDING DESIGN

Goal Dew	Rex Ape	Orampo
Espresso	Criczone	Metapix

UX & UI CASE-STUDY

Rove Rental	FitCrew	PeekePay
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VIDEO DESIGN

Motion Reel	2D Animation
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