






KAMAL CHELLADURAI

Head of Production | Creative Director
Graphic designer | UI & UX designer
Entrepreneur

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Professional Summary

I am a highly experienced designer with over 20 years of expertise in the industry. Throughout my career, I have consistently demonstrated a keen ability to lead and inspire multidisciplinary teams, fostering innovation and delivering impactful creative solutions. My comprehensive understanding of design, branding, and marketing has contributed to the success of diverse projects across various industries. With a passion for storytelling and a commitment to pushing creative boundaries, I continue to drive excellence in every aspect of the creative process.

Creative Expertise: UI and UX Design for Website/Mobile Application, Graphic Design, Product Marketing, Branding, E-learning content development, Video Animation and Social Media Design.

Managerial Expertise: Project Management, Client servicing, Team handling, Presentation and Pitching, Generating reports, Creating SOW, and Costing.

Software Skills: Adobe Suite, Adobe Express, Figma, Sketch, 3Ds Max, Power BI, Microsoft Office, Articulate, LMS, XD, etc.

Work Experience

Head of Production

RAPP Worldwide (Omnicom Group) | Jul / 2022 - Ongoing | Bangalore

As the leader of the entire production hub, I managed a 40-member team and served as the primary contact for our valued client, Mercedes Benz. My responsibilities include overseeing all kinds creative deliveries for Mercedes Benz, ensuring the seamless operation of the hub. This encompassed managing video editing and animation, HTML banner and emailer development, print design, and digital and social media design.

My learnings: Adaptation work, servicing clients, power BI, Advanced Excel, generating financial reports, presentations, and handling bigger teams.

Creative Director

Rxprism Health Systems Pvt Ltd | Jun / 2017 - Jul / 2022 | Bangalore

I led a diverse team of 14 members, overseeing e-learning development, product development, UI/UX design, video animations, print and digital designs, social media design, and client pitch presentations. Provided guidance, mentorship, and training to ensure the team consistently delivered high-quality creative solutions. Served clients like Sanofi, MSD, Pfizer etc.

My learnings: Handled larger projects on E-Learning with bigger clients, client servicing, product development, UI and UX design for website and applications, video Animations, print and digital designs, social media design, presentations, marketing ads etc.

Creative Director (Founder)

Creative Beetle | Nov / 2015 - Jun / 2017 | Bangalore

Innovative Founder and CEO with a proven track record in steering a creative startup to success. Overseeing diverse projects in creative services and E-learning for healthcare, automobile, and education sectors. Adept at synthesizing business requirements, leading cross-functional teams, and implementing strategic initiatives to increase brand awareness. Proficient in project and team management, technical support, and fostering cross-functional collaboration.

My learnings: Generating leads, cold calls, generating project scope, handling vendors, NOC, and other documentation, pitching for projects with clients, creating presentations, developing innovative solutions, marketing research, finding new areas of services, learning new tools, operations, team handling, and goal settings, etc.

Production Head (Co-founder)

Digital A Plus Technologies | Feb / 2012 - Oct / 2015 | Bangalore

I co-founded a healthcare-focused IT solutions company with two partners, and subsequently opened our branches in Malaysia and China. Taking on the role of overseeing production, deliveries, and operations, I managed a dynamic team of 18 professionals, including content developers, medical writers, copywriters, graphic designers, animators, programmers, HTML developers, quality reviewers, and HR specialists. Our collective efforts contributed to the success of our company in delivering innovative solutions to healthcare and pharmaceutical clients.

My learnings: Setting up a company, various documentation, handling operations, creating processes, handling vendors and freelancers, pitching for projects with clients, creating presentations, developing innovative solutions, marketing research, finding new areas of services, creative exploration, learning new tools, team handling, team reviews and goal settings, etc.

Creative Lead

Indegene Lifesystem Pvt Ltd | Jan / 2008 - 02 / 2012 | Bangalore

It is an MNC company that provides services to healthcare and pharmaceutical companies. At present, it has more than 4000 odd employees worldwide. I was a part of it in the initial stage where it was a mid-sized organization. I worked as Creative lead, supporting all kind of creative developments like graphic designing, e-learning development, print designs and presentation etc. Supported in developing the process and procedures to deliver the things in the best of quality. Handled team of 5-6 designers.

My learnings: Project handling, team handling, time management, task management, maintaining quality standards, setting team goals, training and mentoring, supported project managers as SME from creative etc.

Sr. Graphic Designer

Tarang Technologies Pvt Ltd | Sep / 2006 - Jan / 2008 | Bangalore

Tarang Software Technologies is a distinguished CMM Level 5 company renowned for its leadership in providing Electronic Payments Solutions. During my tenure at Tarang, I started as a Senior Graphic Designer, and over the years, I've had the privilege of contributing to numerous complex projects in e-learning and website designs characterized by tight timelines and challenging requirements. These projects have often in collaborations with prominent clients such as IBM, Infosys, Wipro, and others, enriching my experience and expanding my skills in the realm of design and technology.

My learnings: Project handling, working in teams, timely deliveries, innovative ideas in graphic designing, interactive content and animations, flash action script, collaboration with PMs, instructional designers, content writers, and reviewers etc.

Graphic Designer

Edurite Technologies (Pearson) | Jul / 2003 - Apr / 2006 | Bangalore

Edurite Technologies, is now part of Pearson, a global leader in learning solutions. I started as a Graphic Designer and was later promoted to Senior Graphic Designer. My role involved creating e-learning content using tools like Flash, Photoshop, and Illustrator, as well as crafting video visuals with 3ds Max. I developed learning materials for various curriculum, including CBSE, ICSE, and State Boards. I earned recognition as a top performer, excelling in animation speed, technical expertise, and content quality. Developed course materials with engaging activities, quizzes, and assessments to measure student progress.

My learnings: Flash Animations, graphic designing, template creations, creating interactive and engaging content, 3ds max-modeling and animations, gaming-based interactive learning, simple action script, team player, etc.

Education

MBA - On going

SRM College of science and technology
Kattankulathur, Chengalpattu District, Chennai, Tamil Nadu.

BA - 1998 - 2001

Nowrosjee Wadia College, Pune
Pune, Maharashtra

Certifications

Full stack UI and UX designer - 2019

Designerrs - UI/UX Design Academy
L-139, Baskar's Plaza, Second Floor, 15th Cross, 5th Main Rd, 6th Sector, HSR Layout, Bengaluru,
Karnataka, Pin 560102

Advanced diploma in Multimedia - 2001

Arena Multimedia R.T.Nagar
Bangalore, Karnataka

Achievements

Best Employee Award - Sept 2004

Personal details

DOB: 01/01/1979
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