



MANAGE

Manager\_Global Creative Services

**Nandakumar**  
Manager,  
Creative Services-Global

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## Experties

Digital Display Advertising

Print Advertising & Branding

Digital Campigns

Creative Graphic Design

Design Marketing Materials

Brand Communication &  
Brand Building

Web and App Designs

Marketing & Communication  
Designs

Team management &  
Team Handling

Delivering on high level  
of customer service



## What Makes Me Tick

A concept-driven, smart-thinking, art-loving, highly experienced Senior Creative.  
I specialise in developing and exploring ideas for my B2B & B2C clients, weaving words and images into simple narratives which talk to the right people.

After cutting my teeth on advertising i have jointed coporate and digital in the dot-com. Over i spent 18+ years mastering insight-riven integrated-flavoured advertising, digital brand, social in store, video and experiential for clients around the globe.

I've worked with writers, planners, illustrators and photographers and led creative-teams, designers, developers and studios. My tools of choice are pencil and pad, but i'll make a mouse and monitor sing too. I love to get inside the brief and get my hands dirty, bringing sound single minded strategy to the message.

## Sectors

Automotive, Technology, FMCG, Finance, Retail, Entertainment, Education, Non-profit , Event Management, Jewellery, Travel and Pharmaceutical and 360°



## What I Do

Print, Digital Display Advertising, Outdoor, Direct micro sites, b2c, b2b, Integrated Campaigns and Pitches. Concepts, Visuals, Layouts, Crafting, Planning, Branding, Art Directing Shoots and Team management and team handling.

I'm a hands on problem solver, software-savvy, team player, leader and cross platform



## Who I've Worked With

Mylan Pharmaceuticals Pvt. Ltd. (Viatris Company)  
Manager, Global Marketing Creative Services-COE 2017 to 26<sup>th</sup> August 2022

## Amazon Develment Centre

Senior Visual Design Lead Global Creative Services, 24<sup>th</sup> Nov. 2014 and 6<sup>th</sup> Oct. 2016  
Worked on UK, US and EU CPG and ISO

## 2adpro Media Solutions Pvt. Ltd.

Creative Lead, 22<sup>nd</sup>, Oct. 2012 10<sup>th</sup> Oct. 2014  
Worked on UK, US and New Zealand and Macy's, Maclichy, Office Max  
and handling 2adpro International Communication team

## Dentsu Communication India Pvt. Ltd. (Advertising)

Sr. Art Director, 29th Sept. 2008-15<sup>th</sup> Oct. 2012  
Worked on Acer, Toyota, Nitesh Estates, Aircel and Top Romen

## Wundermand India Pvt. Ltd. (Y & R Group, 360)

Art Director, 20-3-2008 to 25-9-2008  
Worked on Mantri Developers Tanishq, E-Sprit

## Infinity Advertising Services Pvt. Ltd. (360)

Jr. Art Director, 3-11-2006 to 10-3-2008  
I was Handling Nokia, AppleiPod and JCB

## Triton Communicatin Pvt. Ltd. (Advertising)

Sr. Visualizer 20-12-2004 to 10-11-2006l  
Worked on Karnataka Tourism, WeP peripherals, Eureka Forbes Ltd., US Pizza, dixcy Textitles, UB Group and BPL Sanyo.

## Adpro Softech Pvt. Ltd. (Software Company)

Graphic Desiger 5-7-2003 to 6-12-2004  
Only made in USA Crown Trophy, Crown  
International clients (America's Largest Awards Company)

## Disha Communication Pvt. Ltd. (Advertising)

Graphic Designer 19-1-2002 to 8-6-2003  
Worked on United Telelinks, Ford, Digital GlobalSoft, ADT/Tyco Security Systems, Dhanalakhmi Banks, Prdeep Deviah and Associates and vMoksha

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### Technical Capabilities

In addition to conventional PC applications, I am familiar with both Mac and IBM platforms



### Skills Overview

- > Strong design fundamentals such as using type, color and layouts
- > Have good communication skills with ability to articulate and explain complex technical concepts.
- > Passionate to positively push the Designing, web developments and user experience to next level and on my existing skills and competency to have the extra edge over the others.
- > Highly orgnized with extreme attention to detail
- > Ability to manage multiple priorities and meet deadlines and a fast-paced envirnoment



### Certificate Merit

Techno Gram Computer Centre, Bangalore 15<sup>th</sup> Apr. 1997  
Diploma in 2D Animation in Animaster, Bangalore 2004



### Softwates

Adobe PhotoShop, Adobe Light Room, Premiere Pro CC, Illustrator, Indesign, CorelDraw, Freehand, VideoProc Vlogger  
US Animation, Toon Boom and Front Design support, Mock-ups, Word, Keynote, PPT, Canva, Figma, Invision and JIRA



### Few Industry Awards

2010 Save Tiger Campaign got the Gold award in Big Bang, Pepper Kerala and Finalist in New York Festival  
2010 Big Bang Silver Award for English Single press ad for Acer  
2010 Pepper Kerala Award for Finalist for Acer  
2010 Save Tiger Print ads got the Gold award in Pepper  
2010 Goa Fest Finalist for Save Tiger Campaign  
2012 Acer Best Campaign Award Gold, Big Bang and Pepper  
2013 Mind Trigger Certificate



### Awards at Mylan

5 times URJA, Quarter Award and Star Award 2016-2021 and Gratitude Award 2020, Service Excellence Award 2022



### Awards at Amazon 2014-16

100% Peculiar Making great hiring decisions, Work Backwards, Leadership Principle e-learning, Amazon secure ways  
Landing page builder, Master Mind-Best Innovation Award, Thank you award and Most ads generator



### Where I Studied

(B.Com, Beachelor in Commerce) from Vivekananda Degree College, Bangalore  
BFA (Bachelor of Fine Arts) 2013 DMS LKMS, KSOU



### Personal Details

Languges Known Telugu, Kannada, Tamil, Tulu, Hindi, Malayalam, Marathi and English



### Hobbies

Byke Rider, Morning Walker, Yoga, Film, Photography, Swimming, Learning New Technology and Learning Langugees  
Foodiee and Motivational Speakers