

**Madhan Raj Radhakrishnan**

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**Senior Creative Designer**

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### **Summary**

A proven expert designer with creative and conceptual skills, exceptional attention to detail, and strong ability to collaborate with multiple stakeholders. Brings more than 6+ years of diverse spectrum of experience working in a range of industries using Adobe creative suite.

### **Design Portfolio: Behance**

### **Core Competency**

- Deeply understand the nuances of select categories and audiences by researching trends and delivering the right insights to internal and external stakeholders.
- Think strategically and understand the “big picture” of a particular project/campaign, and the needs of all the stakeholders.
- Hands-on ownership of branding and campaign work.
- Be a key voice in defining the evolving brands and its application through art direction, graphic design, motion design, and UI.

### **Professional Experience**

#### **COLLABERA TECHNOLOGIES PVT. LTD. CONTRACTED TO MICROSOFT**

**Duration: December 2021 – Present**

#### **Brand Strategy Specialist (Communication Designer)**

- Design best in class layouts and visuals that support and reinforce business objectives while partnering with business/marketing teams to ensure that designs meet brand guidelines and business needs.
- Work from creative briefs alongside creative directors to develop assets for web, digital, and print.
- Maintain brand constancy in all mediums of communication (Internal & External).
- Present concepts by testing graphics and layouts across various mediums to stakeholders, including senior management ensuring final versions are on brand and visually appealing.
- Primary owner of internal websites, handling design, development and maintenance. (Microsoft Global Delivery Domain)
- Event management expertise including developing schedules, scope, team management, coordination and stakeholder communication.
- Responsible for the creation and design of quarterly Newsletters that effectively communicate events and activities across the org.
- Ideation to conceptualization, catering to global audience including but not limited to Email designs, GIFs, posters, PowerPoint decks, corporate videos & logo design.
- Work with business teams to secure usage rights, assess risk, and clear work for distribution.

#### **ILEAD TAX & BUSINESS SERVICES PVT LTD**

**Duration: September 2019 – November 2021**

**Manager - Brand Strategy & Creative Design**

- Spearhead end to end brand designing on all Digital and Print Media (Image & Video) for iLead Tax Academy & iLead Tax LLC by partnering with the Design team.
- Develop overarching brand and creative strategies that drive revenue opportunities.
- Identify opportunities to incorporate emerging marketing/branding trends and digital innovations in all visual mediums.
- Design SPOC for all divisions and BUs supporting all creative efforts taking place in organisation together with creative and the L&I team.
- Produce promotional graphics, templates, layouts, themes, typography, visual standards and final assets for marketing and promotions across various platforms. (Newspaper, Social media posts & FB& LinkedIn ad Campaigns, Merchandise, Hoardings, Print designs, Websites).
- Edit course videos (Enrolled Agent Classes), Promotional videos for social media.
- Instructional Design using Various methods and strategies by partnering with the KM team.
- Primary owner of website Development and maintenance (Word Press Websites).

## **NATURE HEALS - FREELANCE DESIGN CONSULTANT**

**May 2018 - Aug 2019**

- Ideate, create and lead design across all marketing touchpoints: Editorial, Emails, PR and Social Content which includes but not limited to logo design, website design (natureheals.in) and development, brochure design, photography, videography and video editing, designing social media creatives, FB ad campaigns, Google Adwords, social media optimization.
- Responsible for video production.
- Translate and align business and design goals across a mix of complex portfolios.
- Design sophisticated visuals, from concept to execution.
- Creation of a 6.5 hours Udemy course involving Instructional Design & Video Production.

## **DOOSAN BOBCAT INDIA (Protean Staffing)**

**Nov 2017 - April 2018**

### **Marketing Communication Officer (Brand Design)**

- Develop various communication related tools and branding Bobcat dealer facilities all over India. (Sales application, SAMM Application and Demonstration Application)
- Design all digital and print media. (Logo Design, Brochure Design, Flyer Design, Photography, Catalogues Application UI and Video Editing)
- Event management.

## **FREELANCE DESIGN CONSULTANT**

**Aug 2017 - Oct 2017**

- Ideate design strategies for Ambrosia Culinary Services Pvt. Ltd including Logo Design (Image and Video) and Brochure designs.
- Creation of event video for UTLUNA - video editing and Motion Graphics.

- Work to ensure feasibility of designs, budget, merchandising needs and overall program needs of the company.

### **3FS ENTERTAINMENT (Film Promotion Company)**

#### **Creative Designer**

**Apr 2016 - Jul 2017**

- Worked as Motion Graphics Designer and Video Editor in CG and VFX team.
- Organize and execute video projects from concept through delivery. Short Film: AOPK (Story, Video Editing, VFX)
- Take ideas and concepts, and translate them into rich visual designs that effectively meet the needs of organization.
- Responsible for the creation and design of integrated marketing materials including print, digital, social, broadcast, collateral, and event activities.
- Promote movie – Image and Video. Involved in production, pre and post production.
- Create logo designs with variety of digital media workflows.
- Develop organic 3D Character Designing using Zbrush and Mudbox.

### **PEOPLE's WATCH (Human rights organization)**

#### **Creative Designer**

**Oct 2015 - Mar 2016**

- Deliver engaging change management content that includes but is not limited to diagrams, images, videos, maps, and infographics.
- Demonstrate compositional and typographical skills.
- Work as Graphic designer, Photographer, Videographer and Video Editor.
- Produce graphic standards, templates, layouts, guidelines and design graphics.

**Projects:** 20<sup>th</sup> Year Foundation Day, State level open dialogue on Human Rights for college students.

### **S STUDIOS**

#### **Video Editor**

**Apr 2015 - Sep 2015**

- Insert dialog, sound effects, music, graphics, and special effects.
- Creating the final cut for broadcasting.
- Work as Video Editor in various projects at the Post Production stage.
- Possess sound technical knowledge of professional lighting and photography equipment.
- Tools used: Final Cut Pro, After Effects, Adobe Premier Pro, Adobe Photoshop.
- Strong expertise in Video Editing - Short Films, Music Video, Corporate Films using Adobe Premiere Pro.

**Projects:****1) Karur Vysya Bank (Corporate film, Motion Graphics)**

Instructional video on M-Pay for Karur Vysya Bank.

**2) CEEDEEYES (Corporate film, Video Editing)**

Corporate video for Hill View Canton

**Education & Certifications**

**M.SC VISUAL COMMUNICATION** (SRM University) May 2013 - April 2015 Chennai, India

**BACHELOR OF COMMERCE AND COMPUTER APPLICATIONS** (MKU University) April 2009 - April 2012  
Madurai, India

- **Adobe Certified Professional in Visual Design Using Adobe Photoshop - 2021 (*in progress*)**  
Expected date of completion (July 2022)
- **Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator – 2021 (*in progress*)**  
Expected date of completion (July 2022)

**Technical skills**

- **Adobe Creative suite**  
(Photoshop, Illustrator, Premiere Pro, After Effects, Indesign, Audition, Dimension, XD)
- Articulate Storyline 360
- MS office (word, excel and powerpoint)
- Knowledge in HTML and CSS