



Ideas are like chocolates.

What could they do to **you**?! They can **show** things never noticed before. The case **is** always "the **more**, the merrier" - so are ideas. It's **important** to savor them with a bite **than** let them melt in the hands. **What** happens next?! Both make **you** indulge irresistibly. One's **say** may vary... **let's get éclairé!**

Notice the unnoticed, read the **italicized** words alone!

Hello, I'm Parthan

Parthasarathy N

Strategic Communication Designer

31, S/o S.Natarajan (Late), Married, Indian.

From Chennai, IN 600091

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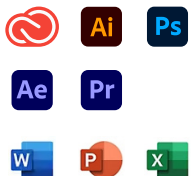
partha.designs@gmail.com

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Portfolio: <http://tiny.cc/parthan>

Dynamic personality with a proven track record at Reflex Group, enhancing brand awareness and spearheading innovative marketing campaigns. With a decade of experience in design and a strong foundation in marketing and advertising strategy, I specialize in translating complex ideas into clear, compelling visual narratives. My work spans presentations, brand communications, and employer branding, where design meets strategy to drive business impact. I bring a human-centric lens to every project, combining aesthetics with function to craft meaningful experiences. Known for my collaborative mindset, I work closely with cross-functional teams to ensure brand-aligned, high-quality outputs across platforms and formats. For me, design isn't just decoration. It's storytelling with intent and clarity.

Key Skills



- Brand Messaging
- Video Editing
- Identity Branding
- Typography
- Art Direction
- Presentation Design
- Creative Team Leadership
- Visual Storytelling
- Effective Communication
- Creative Marketing
- Cross-functional Collaboration
- Internal & External Communications
- Campaign Planning & Execution
- Print Design and Illustration
- Slide Deck & Template Creation

Alma mater

Pursuing **M.Sc Counselling Psychology**
Madras University

MBA Marketing | 1st Class | April, 2021
Pondicherry University

B.Sc Visual Communication | 9.1 CGPA | April, 2014
Gurunanak College of Arts & Science

HSC 1st Group | 82.9% | March, 2011
Sri Ahobila Math OHSS

Certifications

Post Graduate Diploma in Advertising
Advertising Club Madras | Expected in March 2025

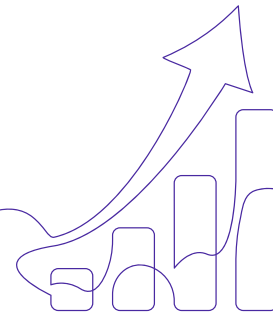
Storytelling for Designers
Linkedin Learning | August 2022

The Fundamentals of Digital Marketing
Google | May 2020

Professional Diploma in 2D Graphic & Web Design
Dream Zone | August 2014

Interested in

Design Aficionado: Collecting advertisements in any form, Reading psychology, Solving Sudoku, Clay modeling, Package & display design, Origami, Analysing brand's thoughts in communication



Work History

Deputy Manager

Refex Group, Chennai, India

September 2023 – Present

- Contributed to creative processes through original ideas and inspiration
- Enforced uniform style guides for project consistency across contributors
- Created collateral to support various marketing campaigns and visually communicate concepts
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns
- Managed campaigns with specific focuses to meet stakeholder needs and creative visions
- Successfully implemented designs for internal & external campaigns
- Monitored industry trends to keep creative materials fresh and engaging

Senior Executive

Prodapt Solutions, Chennai, India

May 2018 – September 2023

- Involved in strategic planning as a designer.
- Contributed as effective team player in a demanding and dynamic work environment
- Met with clients to create visions, conceive designs, and discuss deadlines
- Mentored other designers, providing guidance and ensuring timely project delivery
- Defined and implemented brand templates, including responsive layouts for multiple formats
- Created and managed high-volume presentation decks and visual materials across business verticals

Creative Designer – Lead

Levels N Curves Creative Studio, Chennai, India

May 2014 – May 2018

- Mentored designers, providing guidance and ensuring timely project execution
- Verified image, content, and brand compliance through best practices
- Managed large-volume projects, meeting all deadlines with strong organizational and time management skills
- Used Adobe Suite to design posters, pamphlets, and flyers for projects and events
- Created artwork across company product lines, including logos and images
- Utilized color, space, and composition for artistic effects

Achievements

At Refex Group

- Got recognized thrice in a row in company's Town hall for exceptional contribution in internal & external campaigns, Annual Reports, and Sustainability Report

At Prodapt

- Created and implemented Video guidelines for the brand Prodapt
- Played crucial part in defining brand templates for communication with open source restrictions
- Bagged 2 Team Player Awards, 3 Beyond Boundaries Limelight awards, 4 Spotlight awards, 8 Peer-to-Peer recognition in the span of 5 years at Prodapt for exceptional performance in Hiring Campaigns, Internal and External Events, Annual Leadership Meets, New Office Launch to name a few

At Levels N Curves Creative Studio

- Joined as an intern in a design studio and evolved as a lead creative designer
- Handled projects from client induction to project delivery till commercials