



# Sairam Vendra

## Head of Design & AI Product Manager

**“ People ignore design that ignores people. ”**

Frank Kimerer

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Portfolio  
[AI VFX on real footage](#)  
[Sora Longform content](#)  
[Live action AI-Lip-sync Drive](#)

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### Socials

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Instagram  
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Twitter  
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### Certifications

100X – Generative AI (comfy ui) and LLM custom training

Duke University (Upgrad) – Product Management Certification

Uxmint – UI Design Certification

Pearson – VERSANT Certification  
CEFR B2 (GSE 66) ID: 18111017

### Education

INSTITUTE OF AERONAUTICAL ENGINEERING:

B.Tech. in Electrical and Electronics Engineering (2011 – 2014)

## • About me

Leader in creative direction, AI product management, and design strategy. Track record of building automation-first pipelines, scaling static ad and video production, and driving measurable business outcomes. Cross-functional leadership, stakeholder alignment, and end-to-end campaign delivery.

## • Core Skills

Art & Creative Direction	Design Strategy & Operations	Brand and communication Design
AI product Management	Brand Refresh & Rebranding	Performance Marketing
Stakeholder & Agency Management	Market Research and Analysis	Data-Driven Decision Making
Program & Project Management	Digital Transformation	Product Lifecycle Management

## • Profile summary

- Used tools like Chat GPT Custom bots, Dall-E, Sora, Midjourney, Runway ML, Google Flow, Google AI studio and Eleven labs to streamline and Optimize the overall ad production speeds for kukufm and reduced production TAT from 5 days to 4 hours per video, while improving consistency.
- Scaled internal Ad production capacity from 5 per week to 100 per week.
- Operationalized AI for design: GPT-powered bots and an automated AI thumbnail system increasing throughput from 2 → 20.
- Shipped an AI innovation slate—video pacing analysis, AI comics, chatbot storytelling, ad intelligence, trend/news curation, book translation, promo-script evaluation, and 3D audio—to accelerate content creation.
- Built asset ops and quality governance across social, web, email, app, and offline; enforced review gates to maintain brand consistency and reduce rework.
- Managed external creative agencies, ensuring their work aligned with performance metrics & brand goals.
- Led a multi-disciplinary design org and external partners; mentored teams and embedded automation-first practices to lift velocity and craft.
- Directed full campaign lifecycles—from concept to launch—delivering on-brief, on-time creative tied to business outcomes.
- Translated ambiguous business problems into crisp creative briefs and product roadmaps; aligned exec stakeholders on scope, OKRs, and timelines.
- Set end-to-end creative strategy for local and Chinese content portfolios, aligning output to market demand and audience.
- Drove cross-functional alignment with Product, Marketing, and Content; partnered with creators and AT Labs to refine their product funnel, UX, and visual identity.

## • Work experience

### • Head of Design and AI Product Manager | KukuTV | Since Nov'23

- Operationalized AI for design: GPT-powered bots and an automated AI thumbnail system generating multi-variant outputs from prompts; scaled daily throughput from 2 → 20 per title.
- Engineered AI video pipelines with multiple AI workflows; cut production TAT from 5 days → 4 hours per video while improving consistency.
- Shipped an AI innovation slate—video pacing analysis, AI comics, chatbot storytelling, ad intelligence, trend/news curation, book translation, promo-script evaluation, and 3D audio—to accelerate content creation.
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### • Design Lead | Prime Video | Nov'20 – Nov'23

- Led Cross-Regional Projects: Managed project inflows across TVOD, SVOD, AVOD and global regions (US, ROW, EU), streamlining workflow and assigning tasks to designers.
- Directed Creative & Quality Control: Supervised design execution, ensuring high-quality deliverables and providing creative guidance for internal and external teams.
- Collaborated Across Teams: Partnered with Product, Marketing, UX, and external stakeholders to align on creative strategies and content standards.
- Optimized Processes & Reporting: Utilized data insights to drive performance and developed SOPs to standardize production, ensuring consistency and efficiency.
- Led High-Profile Event Designs: Directed design sprints for Prime Day, Holiday Sale, and DEI events, delivering impactful creative assets.
- Managed Brand Onboarding and Refresh: Supported external partners with brand updates and onboarding, to ensure alignment with Amazon's design standards.

### • Imaging Associate | Amazon | Sept'16 – Nov'20

- Enhanced Product Imagery: Led advanced retouching of apparel images, maintaining high-quality standards and meeting SLA deadlines.
- Improved Efficiency & Quality: Streamlined retouching processes, conducting audits and ensuring timely and high-quality deliverables.

### • Production Artist | Cimpress tech. (Vistaprint) | Oct'17 – Mar'18

- Led end-to-end creation of digital/print assets from brief to final; built reusable templates and simple QA gates to speed-up TAT and keep outputs consistent; provided live, on-the-spot design support for urgent requests.
- Partnered directly with clients/brands to deliver on-guideline creatives; translated complex briefs into clear visuals.