

CURRICULUM VITAE

Pradeep Kumar Somavarapu

Assistant Manager – Artwork Management

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Address H No. 9-14/B, Flat No. 105,
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Hobbies Listening to musics,
Travelling,
Playing online games.

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EDUCATION

Secondary School Certificate

Sri Sharada Vidya Mandir High School, Nalgonda
2004

Diploma

Diploma in Printing Technology, Secunderabad
2004-2007

Graduation (B.com)

Vivekananda Degree College, Vidyanagar, Hyderabad
2008

Post Graduation (MBA)

Siddhartha Technical Institute, Ghatkesar, Hyderabad
2011

ABOUT ME

I am a highly dedicated and creative graphic designer with 8+ years' experience in multiple designing streams. I strongly believe that I am creative and I can handle complications in projects. I have started my career in the year 2012 at **Tech Mahindra** as a **Designer** and worked for GSK. Later in the year 2015, I have joined **Freyr software solutions** in Artwork team. At Freyr, I was responsible for all sorts of branding which includes pharma and consumer artworks designing and printing. Based on Performance in the Year 2016, I have been promoted to **Team Lead**. In the year 2019, I have promoted as **Assistant Manager** as a Graphic Lead I am Handling a team of 12 members and guide them in creating artworks like labels, Cartons, Leaflets, Sachets, Foils, Sleeves, Bulk Containers and other pharma and consumer packaging related artworks. And I used to provide the process training and application training to the team to maintain good quality and meet the TAT.

WHERE I'VE WORKED ?

Freyr Software Solutions, Assistant Manager

Nov 2015 - Present

I have joined Freyr Software Solutions as a Senior Associate in the month Nov 2015. And travelled to Australia (Sydney) for project transition. My major responsibilities are work allocation, monitoring TAT (Turn Around Time), quality, continuous improvement, providing process training, application training, preparing KPIs for the team members. And working on Artwork Automation tool Chili Publish.

Key Responsibilities:

- ◆ Currently I'm taking care of a team about 12 members (10 Designers and 2 Proofreaders). And monitoring all the artwork creation and proof-reading activities to send the print ready files to the print suppliers.
- ◆ Consolidating all the concerns from the Designers and reviewers and having calls (Microsoft Teams/ WebEx) with the respective project owners / suppliers / external stake holders to get the clarification for our concerns to move the artworks status to next level.
- ◆ Monitoring the Artwork creation / Review activities among the teams and ensuring approved artworks delivering to the client in defined / agreed timelines.
- ◆ Once we send the artworks to clients or reviewers, will follow up them for approvals / review and ensuring the tasks are completing in the tool. If any issues / concerns raised during approvals discuss the same in daily call / weekly call.
- ◆ Tracking all the projects status in the tracker along with concerns raised by different teams and noting down all the resolution steps for future reference.
- ◆ Providing the training to the newly joined Designers and proof readers to make them production capable.
- ◆ Checking with the team members periodically, everyone is following all the relevant documentation while artwork execution level and proof-reading level. (Ex: Check list, Site Technical Requirement, Print Supplier Data base, Regulatory Requirements, Brand guidelines, and Product guidelines).

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- ◆ Preparing Power point presentations for weekly or monthly production and quality reports to discuss the same with the clients and management for continuous improvement.
- ◆ Preparing KPI (Key Performance Indicators) of all the team members and discussing with each one, in one on one meeting for every month to discuss the statistics of the productivity and quality of an individual.

Tech Mahindra, Graphic Designer

Dec 2012 - Oct 2015

I have joined Tech Mahindra as a Designer / Artwork Operator in the month Dec 2012. I was creating pharma and Consumer artworks for GSK. Creating labels, cartons, sleeves, sachets, leaflets, bulk containers....etc.

Key Responsibilities:

- ◆ Creating pharma and consumer packaging artworks by following checklist, regulatory requirements, Print Supplier Data base, PGS (Pack Graphic Standards), Site Technical Requirements, and Brand guidelines.
- ◆ Once the artwork creation has done proof read the artwork against checklist and checking all the technical elements like pharma code, EAN code, Braille, Varnish free areas, Bleeds, Print margins, Images resolution, Image mode (RGB/CMYK).
- ◆ Creating print ready file and performing Preflight before sending the final artwork to the reviewer.
- ◆ Uploading the final PDF and native files in the Agile for review and for further process.
- ◆ I was acting as SPOC for the team and gathering all the team members concerns and getting clarification from the client in daily call.
- ◆ Conducting Internal Rejects meeting with the team for awareness to avoid the errors.

LANGUAGE PROFICIENCY

English	-	Professional
German	-	Conversational (A1 Certified)
Hindi	-	Conversational
Telugu	-	Professional

PASSPORT INFORMATION

Passport Number: U7383707

Valid Up to: 04/10/2030

HONORS & AWARDS

Tech Mahindra: Best Performer 2015
Freyr: Consistent Performer 2017

TECHNICAL SKILLS

Designing Applications: Adobe Illustrator, InDesign and Photoshop.

Proof Reading Applications: Global Vision.

Artwork Automation: Chili Publish, Esko Web Center.

PLM Tools: Agile, Blue.

DESIGNING SKILLS

All kind of Pharma and Consumer packaging artwork creation by following Brand guidelines, Regulatory requirements, Site technical requirements, Print supplier requirements and Critical Checklist.

Packaging Components: Label, Carton, Blister/Foil, Leaflet, Sachets, Sleeves, Bulk Containers.

ONSITE EXPERIENCE

I have travelled to Australia (Sydney) for Project Transition and adopted all the customer SOPs, Australia Health Authority (TGA) guidelines and provided the training to the Graphic Designers and Proof readers for artwork creation and for proof reading to produce the artworks with the desired quality.