Pune

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www.needtoink.com

DESIGN & COMMUNICATION

THAPASYA CHANDRAN

INTRODUCTION

Driven by a passion for leading creative teams and harnessing visual communication, I am an adept content manager with a proven track record of bringing concepts to life through captivating visuals. With a strong foundation in conveying information through visual mediums, I specialize in crafting engaging stories and concepts that resonate with audiences.

My enthusiasm for creativity is matched only by my dedication to personal and professional growth. I am committed to honing my skills and expanding my knowledge in visual communication, constantly seeking new challenges to fuel my development.

Currently seeking a challenging opportunity where I can leverage my expertise to contribute to organizational success while furthering my own growth and development.

SKILLS

Skill	Rating
Design & Visualization	● ● ● ● ●
Content Writing	● ● ● ○ ○
Business Analysis	● ● ● ● ○
Brand & Communication	● ● ● ○ ○
Critical thinking	● ● ● ● ●

TOOLS

- Inforgram – Web based tool
- Power BI – Design and modelling (Level 1)
- UI – Adobe Creative Suite (AI, AU, PR)
- Management –Excel, PowerPoint, Word
- CMS –AEM, CrownPeak, WordPress & WIX
- Web Design – Figma, InDesign, XD
- Video Editing tool (FCP, PR, DaVinci Resolve)
- Prompt Engineering

EDUCATION

Post Graduate Program in Digital Marketing Strategies
Amity and Wharton university

M.A. Journalism & Mass Communication
 PSG Arts and Science College

B.A. English Language and Literature
University of Calicut

LANGUAGE

- 93% English
- 58% Hindi
- 61% Tamil
- 94% Malayalam

E X P E R I E N C E

Mar, 2022 - Current

Business Analyst for Content innovational and visualization   *CRISIL, Pune*

- Create and edit compelling video content for various platforms, including social media, websites, and marketing campaigns.
- Manage the entire content creation process, from conceptualization to post-production, ensuring high-quality and timely delivery.
- Collaborate with cross-functional teams, including marketing, design, and management, to align content initiatives with overall business objectives.
- Conduct research and analysis on various financial instruments and market trends, including CLOs, CMBS, leveraged finance, and global covered bonds.

Mar, 2022 - Mar 2024

Data Associate & Content Visualisation   *CRISIL, Pune*

- Collaborating with cross-functional including data analysts, marketers, and product managers, to understand the goals and requirements of each project
- Analyzing complex data sets and information to identify patterns, trends, and insights that can be visualized in a meaningful way
- Creating wireframes, storyboards, and sketches to map out visual concepts and ideas
- Developing engaging visual designs and presentation templates that communicate key messages and insights in a clear and concise manner
- Selecting appropriate charts, graphs, and other visual elements to effectively represent data and information
- Ensuring all designs and presentations align with brand guidelines and style requirements.
- Conducting user research and testing to evaluate the effectiveness of visual designs and presentations
- Staying up to date with emerging trends and tools in data visualization and presentation design

Apr, 2021 - Mar, 2022

Internal Communication Specialist   *Hitachi Energy, Bengaluru*

- Presentation & Communication specialist at Hitachi Energy
- Provides support in creating, designing and formatting electronic presentations for Global Change Management team and the HRBP's
- Part of Global OCM team and support in communication and training strategy
- Manage the Intranet for the global transformation program – AEM and SharePoint Site
- Creating visual stories from content - a powerful communication asset that helps to communicate with the management
- Prepare Communication drafts, Coordinate team activities and assets as part of the project
- Support HR operations and communications plan
- Support & manage MS Team channels

Jan, 2018 - Mar, 2021

Business Presentation Specialist   *McKinsey & Company, Bengaluru*

- Provides support in creating, designing and formatting electronic presentations. Business presentation is all about creating visual stories - a powerful asset that helps McKinsey consultants tell a story
- Ability to prioritize, schedule and meet deadlines with Superior typing skills (min. 30 WPM; 95% accuracy)
- Proficiency in MS Office Suite, Windows OS, PC accessories, Email, Internet/Web search or equivalent products
- Part of the scheduling team – Review the document and record the time required for each project.

Jun, 2017 - Oct, 2017

Client Service Executive   *Independent , Bengaluru*

- To understand client requirements and to discuss brand and communication strategies
- To understand the creative needs for print and visual media and communication the same the design team to produce good visual and media content
- Business development
- Editing and content management for blogs
- To maintain and expand business with a different existing set of clients
- Delivery of finished projects on time.