

Madhulika Krishna Murthy

Manjeera Diamond Heights, L205,
Nallagandla, Tellapur Rd,
Hyderabad, Telangana, 500046.

Mob: 9900062702

Email: madhulikasringeri@gmail.com

My goal is to perform beyond company's expectation, to utilize my position in the company to maximize my skills as an **Art Director/ Creative Manager** and to contribute to the overall growth of the company creatively.

Link to my portfolio: <http://madhulikasringeri.blogspot.in>

Work Experience

Nfaktor Solutions PVT LTD – Head of Communication Design

Oct 2014- Dec 2016 (2 years & 2 months)

- Work with the internal and client account teams to develop concepts and creative solutions.
- Conceptualize proposal themes and convert concepts and data into high-quality visual assets.
- Understand expectations of the stakeholders and develop highly innovative, customized, high-quality deliverables adhering to Brand Identity guidelines.
- Develop creative mood-boards, visual themes, illustrations and layouts for brochures, infographics, presentations, and other promotional material.
- Take ownership of assigned projects and the creative team from inception to completion of the project.

DNA Entertainment Networks Pvt. Ltd– Creative Manager for IPL 7

Jan 2014 – May 2014 (4 months – Contract)

- Entire **IPL 7 branding for Royal Challengers Bangalore**
- Interior & Exterior branding for Chinnaswamy Stadium
- Players Uniform, Vehicle Branding
- Merchandise & Concession Stall Branding
- Negotiating with Vendors on prices and execution of prints
- Managing the creative team and ensuring deadlines are met

Showhouse Event Management PVT LTD – Visualizer

Jul 2013 – Sep 2013 (3 months – Contract)

- Lead creative sessions for project kick-offs.
- Manage multiple projects from concept through completion.
- Develop creative programs and design concepts that meet the business objectives of the organization.

- Supervise and inspire the creative team of vendor partners; generate multiple concepts for a project.
- Work with internal teams to generate ideas for pitching and proposals.
- Manage creative team members.
- Provide quality control over concepts and projects.

Big City Promotions, Bangalore –Design Manager

May 2012 – Jun 2013 (1 Year 1 month)

- Responsible for development of creative designs such as collateral, direct mail, coupons, websites, micro-sites, Brand Identity, Info-graphics, PPT Templates etc.
- Conceptualizes, designs and creates graphic interpretation of concepts and information provided.
- Manages project workflow from initial design through production within timelines, and budgets
- Work closely with Marketing Director, and Senior Merchants to ensure smooth process workflow and deliver final designs within deadlines.
- Ensure brand appropriateness in order to elevate and protect the brand.
- Present creative materials to Senior Management for review.
- Manage, Guide and Lead other team members.

Lukup Media, Bangalore – Senior Executive for Campaign and Advertising

Nov 2011 – May 2012 (6 months)

- To propose concepts and ideas for interactive TV campaigns for branded content and various television shows.
- To propose concepts and ideas for rich media campaigns for mobiles and TV for various brands.
- To propose concepts and ideas for push notification campaigns targeted by location.
- To create infographic presentations.
- Design wireframes for mobile and TV UI/UX.
- To propose advertising and marketing ideas.

Coventry University, Summer Business School Program, UK – *Graphic Design Advisor*

2010-2011 (1 Year)

- To give design related advice for student's respective emerging businesses.
- To create brand identity and brand essentials like business cards, letterheads, brochures, website templates, merchandise etc. depending on their need and budget.

Digit Agency, United Kingdom – *Graphic Designer*

2011

- Worked on the development of a pitch in a three-member team for the brief given
Brief: To make Britons of all ages become sports obsessed in the run up to the London 2012 Olympics.

Education & Qualifications

2010 - 2011 Coventry University, Coventry, United Kingdom

Successfully completed ***Master in Graphic Design***

- **Achieved distinction** in M.A. in Graphic Design, Coventry University, United Kingdom

2004 - 2009 Chitrakala Parishath, Bangalore, India

- **Achieved degree in Bachelor of Visual Arts with First Class**

ICSE - 2004 Sophia High School, Bangalore, India

Technical Proficiency

- Mac / Windows
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Corel Draw Graphics Suite
- Digital drawing and painting with Wacom tablet
- Microsoft Package

Achievements

- **Coventry University Topper** in M.A. Graphic Design (2011)
- **First Indian Student to have topped** in Graphic Design (2011)
- Selected as the **Young International Student Achiever of Coventry University** (Graphic Design Department) **Interview held in India 2012.**
- **Indian Express Face of the Week** (2010)

*References are available on request