**Sharmila Rajya Lakshmi**

Creative Head | Creative Director

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**Professional Summary**

Creative visionary with over 15 years of experience in leading creative teams and delivering innovative branding solutions. Adept at developing and executing creative strategies that resonate with target audiences and drive brand growth. Proven ability to manage multidisciplinary teams, ensuring cohesive and impactful outcomes. Experienced in leveraging AI tools to enhance creative processes and improve team productivity. Skilled in orchestrating 360-degree marketing campaigns across online and offline platforms. Seeking a Creative Director role to apply my design expertise, leadership skills, and passion for storytelling to elevate brand identities.

**Employment History**

**Head of Creative Designs**

Ridhira Living Pvt Ltd. | [June 2023 - Present]

* Spearheaded the creative direction for Ridhira Living’s brand identity, ensuring consistency across all platforms (Ridhirazen, Odespa & Ridhira Retreat)
* Integrated AI tools into the design workflow, resulting in a 35% improvement in productivity and faster turnaround times for creative projects.
* Led a team of designers and developers (15 Member Team) in creating engaging UX/UI designs for the company’s digital platforms, including the main website and associated web projects.
* Developed creative strategies for marketing campaigns, resulting in a 30% increase in brand engagement.
* Collaborated with cross-functional teams to align creative initiatives with business goals, improving overall project efficiency by 25%.

Websites: [www.ridhira.com](http://www.ridhira.com) [www.ridhirazen.com](http://www.ridhirazen.com)

[www.odespa.com](http://www.odespa.com) [www.ridhiraretreat.com](http://www.ridhiraretreat.com)

**Product Designer & R&D Head**

Smily Kiddos Pvt. Ltd.\* | [Oct 2016 - May 2023]

* Directed the creative team in the development of innovative products and packaging designs, contributing to a 40% growth in sales.
* Managed end-to-end design processes, from concept to production, while overseeing quality control at manufacturing units in China.
* Implemented design thinking workshops that enhanced team creativity and collaboration, leading to the successful launch of 10+ new product lines.
* Worked closely with marketing teams to create compelling visual content for digital and print media, reinforcing brand presence in the market.

Websites: [www.smilykiddos.in](http://www.smilykiddos.in) and [www.mikebags.com](http://www.mikebags.com)

**Senior Designer**

Hitha Designs Pvt. Ltd. (Ad Agency) | [Jan 2010 - Sep2016]

* Played a pivotal role in redesigning client brand identities, resulting in increased brand recognition and client retention.
* Led design projects for key clients, including top real estate brands in Hyderabad such as MyHome, Aparna, Jayabheri, EIPL, SMR, and Vertex, managing all aspects from initial briefing to final delivery.
* Mentored junior designers, fostering an environment of creativity and professional growth within the team.

**Graphic Designer**

Elements Brand Design | [Jan 2009 - Dec 2013]

* Designed and executed branding materials for various clients, ranging from corporate identities to promotional campaigns.
* Collaborated with clients to understand their vision and translate it into compelling visual solutions.
* Recognized for consistently delivering high-quality work under tight deadlines.

**Skills**

**Hard Skills**

**Graphic Design:** Corel Draw, Adobe Photoshop, Illustrator, InDesign, Figma

**Branding & Identity:** Brand Development, Visual Storytelling

**Project Management:** Strategic Planning, Creative Strategy Development, Process Optimization

**UX/UI Design:** User Experience Design, Interface Design

**AI Tools for Designs:** AI-driven productivity tools, automation in design workflows

**360-Degree Campaign Management:** Online & Offline Campaigns, Performance Marketing, Social Media & Influencer Management

**Soft Skills**

**Leadership:** Team Management, Mentorship, Creative Direction

**Communication:** Client Relations, Cross-functional Collaboration, Presentation Skills

**Problem-solving:** Innovative Thinking, Adaptability, Decision-making

**Education**

Bachelor of Science in Computer Application

Indira Priyadarshini Govt. Degree College for Women

Graduated with a focus on design and technology integration.

**Certifications**

Advanced Graphic Design Workshop (Adobe Certified)

Leadership in Creative Industries (Certificate Program)

**Portfolio Link:**

Visit my portfolio to explore a diverse range of creative projects: [Link to Portfolio]

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**Key Achievements**

**Creative Vision & Strategy:** Successfully rebranded Ridhira Living, aligning creative strategies with business goals, leading to a significant increase in market presence.

**AI-Driven Productivity:** Implemented AI tools at Ridhira Living to optimize design workflows, reducing project completion time by 35%.

**360-Degree Campaign Management:** Led comprehensive marketing campaigns across multiple channels including online (social media, influencer management, performance marketing) and offline (print, hoardings, radio, television ads, OTT platform ads), achieving a cohesive brand presence.

**Leadership & Team Management:** Led a multidisciplinary team at Smily Kiddos, overseeing the entire design process and ensuring timely project delivery.

**Design & Branding Expertise**: Developed compelling visual narratives that strengthened brand identities across various media.

**Communication & Interpersonal Skills:** Effectively communicated creative ideas to stakeholders, ensuring alignment and satisfaction.

**Innovative Thinking:** Introduced design thinking workshops that drove innovation within the creative team.