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Shashi Kiran Manjunath

CREATIVE & DESIGN LEADER

Summary.

Lead Creative Designer & Design Leader with 10+ years of experience delivering high-impact creative solutions across Ad Tech, E-commerce, and News Media. Proven track record in leading and mentoring high-performing design teams while driving hands-on execution in Graphic Design, Motion Graphics, Video Editing, Branding, UX, and Product Design. Skilled in leveraging generative AI tools (MidJourney, Stable Diffusion, DALL-E) to accelerate workflows and push creative boundaries. Passionate about combining strategic vision with operational excellence to create innovative, efficient, and scalable design solutions for forward-thinking organizations.

Experience.

LEAD CREATIVE DESIGNER

Mar 2018 - Present

Glance(Inmobi Group), Bengaluru

Leadership & Org Building

- Led a 17-member design org (5 senior + 12 designers) across India and Japan, driving creative quality, operational efficiency, and alignment with brand vision.
- Built and mentored a total of 38 designers, reducing agency dependency, lowering costs, and enabling the company to meet aggressive content production goals.
- Conducted workshops and hands-on training for design interns in Japan on Photoshop and company design guidelines, strengthening team skills and consistency.
- Partnered directly with founders and cross-functional leaders (Newsroom, Product, Marketing, Legal, Admin) to deliver business-critical creative initiatives.
- Instituted performance reviews, coaching programs, and professional development frameworks, raising overall team capability and retention.

Business Impact & Strategy

- Designed and structured investor presentations used in securing \$100M+ funding rounds (SoftBank, Reliance Jio).
- Created executive-level decks for partnerships (NDTV, Times of India) and internal townhalls/events, enhancing stakeholder trust and brand credibility.
- Directed integrated campaigns for major brands (IPL, Paytm, Dream11, Kotak Bank, Redwolf), strengthening brand recognition and engagement.
- Analyzed creative performance to refine content strategy, improving CTRs by 10–40% across ads and news products.

AI & Innovation

- Drove adoption of generative AI tools (MidJourney, DALL-E, Stable Diffusion) to expand creative range and accelerate asset production.
- Contributed to the development of an internal AI-driven editorial platform, integrating Google Imagine and Stable Diffusion, enabling scalable image and video generation and streamlining newsroom workflows—cutting turnaround time by 60% and reducing production costs.
- Automated repetitive design tasks with Photoshop scripts/templates, boosting production efficiency by 250%.

Creative & Product Design Execution

- Hands-on contributor in brand design, motion graphics, video editing, and creative storytelling for digital, print, social, and live event channels.
- Developed comprehensive design guidelines to enforce visual consistency, reducing design errors by 50%.
- Designed product UI/UX flows for web and mobile experiences, collaborating with product and engineering teams to enhance usability and customer engagement.

FREELANCE DESIGNER

May 2017 - Mar 2018

Self-Employed, Bengaluru

- Designed and launched a portfolio site for Sharada Architects, translating their brand into a modern digital presence and showcasing 20+ projects.
- Created full brand identities for clients, including logos, business cards, brochures, and social assets to boost brand visibility.
- Directed fashion e-commerce shoots, managing the creative team and owning visual direction, post-production, and retouching.
- Designed and edited promotional videos and motion graphics for client campaigns using Adobe After Effects and Premiere Pro.

IMAGE EDITOR

Jun 2016 - May 2017

Urban Studios, Bengaluru

- Built Photoshop scripts to automate tasks like background removal and batch renaming, boosting editing efficiency by 300%.
- Managed workflows for an 8-person editing team, setting goals, coordinating timelines, and ensuring timely, error-free deliveries.
- Edited high-volume e-commerce images for Amazon, Myntra, and Flipkart, maintaining consistent quality and platform alignment.
- Collaborated with clients to gather project requirements, clarify briefs, and manage expectations strengthening client trust and project alignment.

GRAPHIC DESIGNER

May 2015 - May 2016

Pixtronix, Bengaluru

- Edited e-commerce images for brands like QnQ Watches, Sonata, Mom & Me, and Prestige Cookware, performing resizing, color correction, skin tone adjustments, and object removal.
- Designed banners for sales and social media promotions, enhancing marketing efforts.

Core Skills.

Creative Leadership & Strategy: Art Direction, Team Mentorship, Cross-Functional Collaboration, Project & Workflow Management, Strategic Brand Vision, Creative Problem Solving

Branding & Visual Identity: Logo Design, Typography, Color Theory, Iconography, Layout Design, Illustration, Storyboarding

Design & Motion: Graphic Design, Motion Graphics, Animation, Post-Production, Video Editing, Sound Design

UX & Product Design: UI/UX Design, Web & Mobile Interfaces, Figma, FigJam, Adobe XD, Framer, Interaction & Information Design

AI & Emerging Tech: Generative AI (MidJourney, DALL-E, Stable Diffusion, Adobe Firefly, Google Imagen), Prompt Engineering, AI-Driven Workflows

Presentation & Communication: Deck Design, Storytelling, Image Curation, Executive-Level Presentations

Technical Skills.

Design & Motion Tools: Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Lightroom)

Generative AI Tools: MidJourney, DALL-E, Stable Diffusion, Adobe Firefly, Google Imagen

UX & Web Tools: Figma, FigJam, Adobe XD, Framer

Productivity & Collaboration: Microsoft PowerPoint, Notion, Trello

Education.

MBA in Market Research

2024 - 2026 (Expected)

Liverpool John Moores University

Research Focus: Comparative Study of Text-to-Image AI Models for Generating Realistic Portraits

PGDM in Market Research

2022 - 2023

IMT Ghaziabad

BBA in Management

2019 - 2022

ICFAI Tripura