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SHASHI KIRAN M
Lead Graphic Designer

SUMMARY

Lead Creative Designer with 9+ years of experience in Graphic Design, Motion Graphics, Video Editing, Branding, and Print Design. Proven track record of leading high-performing design teams and delivering creative solutions in Ad Tech, E-commerce, and News Media industries. Renowned for pushing creative boundaries on challenging projects and streamlining workflows for enhanced efficiency. Highly proficient in generative AI tools like Midjourney, Stable Diffusion, and DALL-E, staying at the forefront of the latest developments in AI-driven creativity. Seeking to bring creativity, leadership, and innovation to a forward-thinking organization.

KEY SKILLS

• Creative Direction & Leadership • Graphic Design (Typography, Layout Design, Color Theory & Iconography) • Motion Graphics (Storyboarding, Animation) • Video Editing (Post-production, Sound Design) • Branding (Logo & Visual Identity Design) • Print Media (Poster & Banner Design) • AI Image Generation (Prompt Engineering, Inpainting, and Outpainting) • Visual Design • Image Curation & Editing • Presentation & Deck Design • Project Management • Collaboration & Communication • Problem-Solving & Innovation

TECHNICAL SKILLS

• Adobe Creative Suite: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Adobe Indesign, Adobe Lightroom, Adobe Bridge • AI Tools: Midjourney, Stable Diffusion, DALL-E, Adobe Firefly • UI/UX: Figma • Microsoft Office: MS Powerpoint, MS Word, MS Excel

PROFESSIONAL EXPERIENCE

Lead Creative Designer
Glance (Inmobi Group)

Mar '18 - Present
Bangalore, IN

Lock screen-based content discovery platform owned by the global Ad tech company InMobi.

Team Leadership & Project Management

- **Built a team of 38 designers** by conducting interviews, hiring, and mentoring talent specializing in Image Editing, Graphic Design, Email Banners, Motion Graphics, Video Editing, AI Image Generation, and Presentation Design
- Currently leading a team of **five senior Creative Designers**, overseeing multiple processes
- Helped establish a design team in **Japan** and developed a **streamlined design process for cross-regional collaboration**
- Developed and implemented **design guidelines** to establish a standardized process, resulting in improved design consistency and a **reduction in errors by 50%**

Efficiency Improvement & AI Integration

- Automated Image Editing tasks by using Photoshop actions and scripts to streamline workflows and improve **productivity by 250%**
- Analyzed performance data of design projects and identified areas for improvement, **boosting click-through Rate rates by 10-40%** for ads and news articles
- **Implemented AI image generation tools** into the design workflow, encouraging designers to experiment with new art styles

Graphic Design

- Designed lockscreen ads for major brands, including **Indian Premier League (IPL), Paytm, Dream11, Kotak Bank,** and **Redwolf**, contributing to brand visibility and user engagement
- Designed email banners for **company-wide announcements** and **office events**, and created logos and design guidelines for events to maintain visual consistency with the event theme
- Collaborated with the **founder's office** to create impactful decks and presentations for **town halls** and **corporate events**, ensuring clear and compelling visual communication
- Utilized **AI art** to create innovative designs that pushed creative boundaries and aligned with modern design trends

Motion Graphics & Video Editing

- Led and delivered numerous motion graphics projects, creating video content for **ads, social media, feature launches,** and **live events**
- Managed all aspects of video editing, **including trimming, color grading, transitions, audio enhancement,** and **music integration**

Image Curation & Editing

- Sourced **editorial images for news articles** using image libraries such as Getty Images, AFP, and Alamy
- Edited images by **resizing, color correcting, adjusting skin tones,** and **removing unwanted objects** to optimize subject presentation on phone displays

Freelance Graphic Designer
Self-Employed

May '17 - Mar '18
Bangalore, IN

Branding & Logo Design

- **Designed logos** and **brand identities** by understanding companies/products' visions, values, and target audiences, and established color schemes, selected fonts, and defined imagery and graphics to ensure consistent branding

- Create **business cards, letterheads, brochures,** and **other marketing materials**

Product Image & Video Editing for E-commerce

- Edit **images of apparel, jewelry,** and **other product**s for e-commerce, ensuring accurate color representation, removing imperfections, and aligning with the e-commerce website guidelines
- Edited **product videos** by stitching clips, matching product color, adding transitions, and incorporating background music and sound effects.

Graphic design

- Designed **banners** and **infographics** for social media and print, ensuring visual appeal and effective communication
- Designed **graphics for T-shirt prints**, focusing on originality and market trends for retail sales

Skills Enhancement

- Utilized this period to enhance my design skills and acquire expertise in video editing and motion graphics, aiming to advance my career as a **multidisciplinary designer**

Image Editor
Jun '16 - May '17

Urban Studios
Bangalore, IN

Photo studio and modeling agency specializing in providing photography and image editing solutions for e-commerce.

Image Editing & Post-Production

- Edit Images of photo shoots for e-commerce websites like **Myntra, Amazon,** and **Flipkart**
- Created Photoshop scripts to automate repeated actions, **improving efficiency by 300%**

Client & Project Management

- **Communicate with clients** to understand their requirements and provide a suitable deadline
- **Set daily goals** according to the deadline and allocate work to the team
- **Quality check** images edited by the team before sending them out to the clients

Graphic Designer
May '15 - May '16

Pixtronix
Bangalore, IN

Company specializing in e-commerce photography and design services for marketing.

Image Editing & Quality Control

- Edit e-commerce images of brands like **QnQ watches, Sonata, Mom & Me,** and **Prestige Cookware** by resizing, color-correcting, fixing skin tones, and removing unwanted items

Design & Photography Support

- Created **banner designs** for sales and social media promotions

EDUCATION

MBA (Market Research)
Feb '23 - Nov '24

Liverpool John Moores University

Research Topic: Comparative Study of Text-to-Image AI Models on Generating Realistic Portraits

PGDM (Market Research)
Mar '22 - Feb '23

IMT Ghaziabad

Bachelor of Business Administration (Management)
Jan '19 - Mar '22

ICFAI University

Certifications

iLead (Leadership & Management Programme)
Dec '23

Inmobi Group

ADDITIONAL INFORMATION

- **Awards: Red Carpet** | Inmobi Group (Aug 2024, Sep 2023), **The Avenger Award** | Inmobi Group (Sep 2022, Aug 2022, Aug 2021, Mar 2021, July 2020), **Real Star** | Urban Studios (May 2017)
- **Languages:** English (fluent), Kannada (Native), Hindi (fluent)