

SANTHOSH KUMAR M

Visual Designer - Bengaluru, India

[Email](#) · +91 88257 36219 · [LinkedIn](#) · [Portfolio](#) · [Website](#)

PROFESSIONAL SUMMARY

Creative design leader with 7+ years of experience in brand identity, visual design, marketing communications, and WordPress web design — across in-house brands and external clients. Skilled in art direction, creative brief authoring, stakeholder management, and translating business objectives into high-impact visual strategies. Actively integrates AI design tools (Adobe Firefly, Google AI Studio, Midjourney, prompt engineering) to accelerate production and improve campaign output. Pursuing an Advanced Certificate in UI/UX Design with Agentic AI & GenAI at IIT Madras.

CORE COMPETENCIES

- Brand Identity & Design Systems
- Art Direction & Creative Briefs
- Marketing Design (ATL / BTL / Digital)
- Social Media & Campaign Design
- WordPress Web Design
- Go-to-Market Design Strategy
- Creative Team Leadership & Management
- Stakeholder Management
- Client Servicing & Feedback Management
- Junior Designer Mentoring & Training
- Design Thinking & UX Principles
- Motion Graphics & Visual Storytelling
- UI/UX Thinking & Wireframing
- Cross-functional Collaboration

Tools: Figma · Adobe Illustrator · Photoshop · After Effects · Premiere Pro · Blender · WordPress · Canva

AI & Emerging: Adobe Firefly · Google AI Studio · ChatGPT · Midjourney · Generative AI Image Generation · Prompt Engineering

PROFESSIONAL EXPERIENCE

Visual Designer — Brand & Marketing — [DriveU](#)

April 2025 – Present · 1+ Year · Bengaluru, India · On-site

- Direct art direction and end-to-end visual design for DriveU's full marketing ecosystem — producing 40+ brand assets per month across offline (OOH, print, collateral) and online (social, digital campaigns, performance creatives) channels.
- Embedded AI design tools — Adobe Firefly, Google AI Studio, ChatGPT, and prompt engineering — into daily creative workflows, cutting average asset production time by ~40% and enabling faster A/B creative iteration across campaigns.
- Own brand consistency and visual identity standards across all marketing touchpoints, working directly with marketing stakeholders to align design output with go-to-market objectives and campaign performance goals.

Senior Designer — [Amarket](#)

March 2024 – March 2025 · 1 Year 1 Month · Chennai, India · Remote

- Led creative operations for a portfolio of 3–5 clients — authored creative briefs, managed end-to-end client feedback cycles, and directed 1–2 freelance designers to consistently deliver on-brief, on-brand work.
- Delivered brand identity systems, WordPress website designs, and social media design solutions; served as the primary design stakeholder for all client-facing deliverables, resulting in zero revision escalations across tenure.

Freelance Senior Designer — Amarket

August 2023 – March 2024 · 8 Months · India · Remote

- Built end-to-end brand identity systems — logo, visual language, typography, and scalable design guidelines — for multiple clients as an independent design partner.
- Managed full client engagement lifecycle from discovery, design thinking workshops, and concept development through to final asset delivery.

Graphic Designer — Centaur Digital

November 2021 – July 2023 · 1 Year 9 Months · Chennai, India · On-site

- Designed website UI interfaces (WordPress) and brand assets for clients across multiple sectors, applying design thinking principles to ensure visual consistency and a strong user experience.
- Mentored and trained 1–2 junior designers on brand design best practices, creative brief execution, and quality standards; oversaw their output across social and brand projects to ensure client expectations were consistently met.

Graphic & Motion Designer — Aram Art Foundation

September 2019 – September 2021 · 2 Years 1 Month · Madurai, India · Hybrid

- Produced motion graphics, educational visuals, and promotional campaign assets supporting the foundation's learning initiatives and outreach programmes.
- Managed in-house marketing collateral across print, digital, and brand communications.

CG Artist — Madras Central

October 2018 – July 2019 · 10 Months · Chennai, India · On-site

- Created CG visuals and motion graphics for short films, YouTube content, and OTT productions using After Effects; contributed to art direction and visual storytelling across projects.

EDUCATION & CERTIFICATIONS

Advanced Certificate – UI/UX Design with Agentic AI & GenAI — IIT Madras

Feb 2026 – Oct 2026 · Online (pursuing)

Specialisation: Industrial & Product Design

AI-driven UX, agentic workflows, product strategy, and next-generation design thinking.

Bachelor of Science – Animation — SLCS – Subbalakshmi Lakshmipathy College of Science

Jun 2016 – Apr 2019 · Madurai

Grade: A · Animation, motion graphics, visual storytelling, graphic design, and photography.