

SUDHEEP SUBRAHMANIAN

ART DIRECTOR

WEB PORTFOLIO

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Dubai, United Arab Emirates

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TOP SKILLS

- Art direction
- Adobe Creative Suite expertise
- Photography & Videography
- Production Design
- Image manipulation & Retouching
- Social media & Web design
- Motion Graphics
- Team management & Supervision

EDUCATION

- Bachelor of Commerce
University of Calicut
- Diploma in Applied Arts
Marian Academy for Applied Arts
- Diploma in Automobile Engineering
The Institute of Engineering

SUMMARY

With over 15 years of experience in India and the Middle East region, I have honed my skills in graphic design, motion graphics, photography, video production, social media, advertising, and events. My goal is to create impactful and engaging visual stories that resonate with the audience and reflect the brand identity.

APPLICATION SKILLS

Adobe Photoshop	●●●●●	Adobe Lightroom	●●●●●
Adobe Illustrator	●●●●●	Adobe Indesign	●●●●●
Adobe Premiere	●●●●●	Adobe XD	●●●●●
Adobe After Effects	●●●●●	AI Image creation	●●●●●

EXPERIENCE

Art Director

YAAP Dubai : June 2023 - Present

- Execution of the entire creative process within an allotted time frame.
- Manage and support a team of graphic designers to bring concepts, presentations, and prototypes to life
- Collaborate on the ideation and development of innovative marketing campaigns
- Develop motion graphics and capture video assets for the clients

Major clients handled: Etihad Payments, Dhamani Jewels, Kaya Skin Clinic, SA Airlines, Enchanteur Bath And Beauty Products, Berryheal Nutrition, Taaleem Schools

Senior Digital Designer

Quill Communications FZ-LLC : Aug 2021 - June 2023

- Design marketing collaterals for both Digital & Print mediums such as Ads, Web banners, Social Media posts, Posters, Flyers, POS materials, etc.
- Develop motion graphics and capture video assets for the clients
- Lead content creation and Photo & Video shoot sessions.

Major clients handled: Agthia Group PJSC, Mohammed Bin Rashid Space Centre, Emirates Mars Mission, Al Fardan Exchange, Etihad WE and Royal Thai Embassy.

Associate Manager - Creative Services
Xpress Money Services Ltd, Dubai : June 2015 - Sept 2021

- Ideated strategically planned and delivered critical print and web campaigns and marketing promotions which boosted the revenue by 60%.
- Coordinated 70% of job briefs from marketing managers to an internal department heads and mapped out project deliverables.
- Boosted social media interaction 40% by strategically planned promotional campaigns and microsites.
- Implemented 90% of the model and event photoshoots with in-house resources.

Senior Visualizer - Creative Services
Xpress Money Services Ltd, Dubai
May 2011 - June 2015

- Carried out more than 80% of model shoots for marketing promotions, PR, social media, and events in-house.
- Mentored the new joiners to follow the brand guidelines 100% and improve their application skills further.

Visualizer
UAE Exchange Centre LLC, Abu Dhabi
Dec 2008 - May 2011

- Developed new visual standards for online and offline materials which follow the brand guidelines 100%.
- Maintained the brand color and graphics 100% for print & web materials.
- Managed quality assurance program, including on-site vendor evaluations and satisfaction surveys to boost brand recall by 60%.

Junior Visualizer
Stark Communications, Cochin
Nov 2007 - June 2008

- Finalized more than 80% of the print-ready artworks within the set timelines.
- Defined high standards on retouching model images and finalizing print-ready artworks.
- Presented new ideas and convinced the senior members by 100%.

Graphic Designer
Inspirations, Kozhikode : Mar 2006 - Oct 2007

- Created 70% of the collaterals such as POS and packaging materials to support product-branding strategies.
- Developed over 80% of the product mockups, presentations and prototype designs.
- Designed and scheduled 70% of graphics and periodic updates to client websites.

AWARDS & CERTIFICATIONS

2018

Certificate of Appreciation - Dubai Police Leadership Development Programme - MDI Gurgaon

2015

Individual Excellence Award - Xpress Money

2012

Team of the year Award - Xpress Money

2017

Individual Excellence Award - Xpress Money
Certificate of Appreciation - Dubai Police

2014

Best Cinematographer Award - KSC, Abu Dhabi

2009

Individual Excellence Award - Xpress Money

SOFT SKILLS

- Creative thinking
- Planning & organising
- Communicator
- Motivational leader
- mentoring
- Intuitive

INTERESTS

- Drawing
- Music
- Books