KAMAL CHELLADURAI

Creative Director | Creative Project Manager | Delivery Manager

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🔗 [Portfolio](#) | [LinkedIn](#)

I am a creative professional with over 20+ years of experience in the design industry, known for delivering strategic, user-centric, and visually compelling solutions across multiple platforms. Throughout my career, I have successfully led and mentored multidisciplinary teams, fostering a culture of innovation, collaboration, and excellence while consistently meeting business objectives and client expectations.

With a strong foundation in design thinking, branding, and marketing strategy, I have contributed to the successful execution of diverse projects across industries, combining creativity with business insight to drive measurable results. My passion for storytelling, attention to detail, and commitment to pushing creative boundaries enable me to create meaningful brand experiences that resonate with audiences and deliver impact. I actively leverage emerging AI-powered tools to enhance creativity, accelerate workflows, and improve production efficiency across the design lifecycle.

Creative Expertise:

- UI/UX Design for Web and Mobile Applications
- Graphic Design and Visual Communication
- Product Marketing and Brand Development
- E-learning Content Design and Development
- Video Production and Animation
- Social Media and Digital Campaign Design
- AI-Assisted Creative Development and Content Generation

Managerial Expertise:

- Project and Stakeholder Management
- Client Servicing and Relationship Building
- Team Leadership and Mentoring

- Strategic Presentations and Pitch Development
- Reporting and Performance Analysis
- Scope of Work (SOW) Creation and Cost Estimation

Software & AI Tools Proficiency:

- **Design & Production:** Adobe Creative Suite, Adobe Express, Figma, Sketch, 3ds Max
- **AI Tools:** ChatGPT, Microsoft Copilot, Bolt, Adobe Firefly, Leonardo AI, Canva AI
- **Data & Productivity:** Power BI, Microsoft Office
- **Learning & Content Platforms:** Articulate Suite, Learning Management Systems (LMS), Digital Asset Management Systems (DAMS), and other industry-standard tools

Professional Experience:

Senior Digital Asset Delivery Manager
RAPP (Omnicom Group – TBWA Worldwide), Bangalore
Jul 2022 – Present

Creative Director
RXPRISM, Bangalore
Jun 2017 – Jul 2022

Founder & Creative Director
Creative Beetle, Bangalore
Nov 2015 – Jun 2017

Production Head & Co-founder
Digital A Plus Group, Bangalore | Malaysia
Feb 2012 – Nov 2015

Creative Lead
Indegene Lifesystems, Bangalore
Aug 2008 – Feb 2012

Sr. Graphic Designer
Tarang technologies Pvt. Ltd, Bangalore
Sep 2006 – Jan 2008

Graphic Designer
Edurite Technologies (Pearson Group), Bangalore
July 2003 – Apr 2006

Education:

- **MBA in Business Analysis (Pursuing)** – VIT, Chennai
- **Bachelor of Arts in Economics** – Nowrosjee Wadia College, Pune

Tools & Technologies

- **Project Tools:** Adobe Workfront, Jira, Hive
- **Design Tools:** Figma, Adobe XD, Sketch, Photoshop
- **Video animation & Motion graphics:** Adobe Animate, After Effects,
- **Platforms:** Articulate Storyline, LMS Tools

Certifications & Languages

- Certified UX/UI Designer – Designerrs Lab, Bangalore
- Advanced Diploma in Multimedia from Arena Multimedia, Bangalore
- Languages: English, Hindi, Tamil, Kannada