



# SURESH BALASUBRAMANIAN

Creative Director



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<https://www.linkedin.com/in/sureshbala84>



<https://sureshbalasubramanian.com/>



## Profile

Highly motivated, creative and versatile professional who possesses extensive experience in Graphic Design/Business Presentations, Marketing Collaterals, Print Design and Proposal Preparation for RFPs and RFIs, as well as hands-on experience in UI/UX Design for the complete design process, from conceptualization to implementation. Highly skilled in Adobe Creative Suite, Microsoft Office Suite, Wireframing & Prototyping UX Design Tools, Creative Direction, Desktop Publishing, and Corporate Branding.



## Skills

### Adobe Creative Suite



### Graphic Design



### Microsoft Office



### Motion Graphics



### Brand Design



### UI/UX Design



### Print Design



### Team Management



### Project Management



## Personal

DOB : July 10, 1984

Marital Status : Married

Language : English, Tamil

## Hobbies



Internet



Movies



Music



Travelling



## Employment

2021 – Present



### COGNIZANT TECHNOLOGY SOLUTIONS

Lead Visual Designer - Digital Experience Design

- Responsible for crafting an experience that's visually compelling and simplistic, and designing for accessibility, making ideas come to life through imagery and visual representations of concepts at various levels of fidelity.
- Produce multiple designs and work interactively with different teams on delivering projects for different platforms & devices.
- Propose user-centered designs by integrating style guides, creativity, customer feedback, site metrics, and usability findings.
- Incorporating user/market insights and brand design language to create unified and compelling visual experiences.

#### Client Projects:



OXFORD  
UNIVERSITY PRESS



AUTODESK



verizon

2014 – 2021



### DXC TECHNOLOGY

Graphic Designer - Proposal Publishing & Marketing Communications

- Lead the development of marketing collaterals, graphics and illustrations within the Creative Services - Proposal/Marketing & Communications internal team, development stage for the Sales Transaction Support organization and working with HR and other enabling functions to develop internal communication campaigns, corporate, leadership communication and social media posts, employer branding and supports B2B work experience in internal marketing team and bid management team.
- To apply the highest level of creativity, communications, and information design skill to assist deal/account teams and work with stakeholders to understand the requirement and produce clear and compelling proposals, marketing materials, presentations that reflect 100% DXC brand and conveys the message.
- Designed exemplary Executive Summary section for each RFI/RFP with creative info-graphic design and ideas and appeal the contents graphically with publish process adherence on brand guidelines, creating customer experiences in line with every sales-ready marketing materials and developing proposals/presentations adhered with 100% brand compliance.
- Worked with marketing and sales team to create 360-degree communication deliverables with consistent messaging and stay on par with global marketing campaigns.
- Conceptualized and executed creative designs for print and digital media - Corporate events, BU campaigns, posters, emailers, collage, backdrops, certificates, logos, pin-ups/danglers, employee communication, facility branding collateral, corporate presentations, newsletters, employee magazines, presentations, HTML websites, email and landing pages and worked on multiple video editing projects for Australia Marketing teams to share on social media.

2011 – 2014



### RR DONNELLEY

Lead Document & Presentation Designer

2007 – 2011



### WILLIAMS LEA

Senior Document & Presentation Specialist



## Education

2001 – 2004



### BHARATHIDASAN UNIVERSITY

Bachelor of Information Technology (B.Sc., IT)



## Certifications

Diploma in Graphic Designing

Microsoft Certified Office Specialist

Diploma in UI/UX Design & Development