

# Shamasundar S E

Designer • Illustrator

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## Profile

Creative professional with 12+ years of experience crafting impactful visual narratives across Digital and Print platforms. Specialized in transforming ideas into strategic, brand-aligned design solutions—from concept to execution.

Proven expertise in campaign design, interactive experiences, brand storytelling, and large-scale event visuals. Adept at blending creativity with technology, leveraging AI tools like Adobe Firefly to accelerate ideation, elevate visual quality, and deliver future-forward design solutions.

Strong leader with experience managing creative teams, collaborating with stakeholders, and driving projects from vision to flawless execution. Passionate about turning bold ideas into meaningful, high-impact brand experiences.

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## Experience

### **IBM India Private Limited**

Sr.Designer

January 2023 - Present

As a Senior Designer, leading a end-to-end creative execution across digital and print campaigns, delivering strategic, brand-aligned visual solutions for enterprise-level initiatives. I collaborate and working closely with stakeholders and marketing teams to translate complex concepts into impactful, high-performing design outcomes. Developing executive-level design communications for a C-suite leaders, translating strategic business vision into compelling visual narratives that drive organizational impact. By Integrating AI-driven design tools to accelerate ideation, streamline workflows, and improve production efficiency.

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### **IBM (Client)**

#### **Alchemy Techsol India Pvt Ltd (Payroll)**

Designer

May 2019 - December 2022

Designed marketing collaterals, campaign creatives, and internal communication assets.

Delivered interactive design solutions and large-scale event visuals.

Ensured adherence to brand guidelines across multiple deliverables.

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### **IBM (Client)**

#### **Cryptograph Technologies Pvt Ltd (Payroll)**

Designer

January 2017 - April 2019

Developed digital and print creatives aligned with enterprise branding standards.

Collaborated with cross-functional teams to execute campaign strategies.

### **Shangri-La Bengaluru**

Graphic Artist

December 2015 - January 2017

Created high-quality marketing materials and promotional assets.

Designed event branding and hospitality-related communication materials.

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### **Ballyhoo**

Visualizer

March 2011 - November 2015

Conceptualized and executed advertising and branding materials.

Developed visual storytelling assets for marketing campaigns.

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## Education

Diploma in Electronics

Bachelor of Fine Arts

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## Core Competencies

Creative Direction

Brand Identity & Visual Systems

Campaign Concept & Execution

Digital & Print Design

Marketing & Performance Creatives

Design Strategy

Visual Storytelling

Cross-functional Collaboration

Team Mentorship & Coaching

Generative AI for Design Workflows

Presentation & Corporate Communication Design

Event Merchandise

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## Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Figma

Adobe Firefly & Generative AI Tools

Keynote

Basic Motion Graphics

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## Client experience

The Royal Philatelic Society London

Jain university

TaeguTec

Weir

Adigas Yatra

Raja Rajeswari group of institutions

SVRS

Rittal

Bibus