

Thomaskutty A.V

Senior Visual Designer (UI)

Well versed in both digital & print media formats. Worked with one of India's largest web portals as well as a few leading advertising agencies at Chennai, Bangalore and Cochin.

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CORE COMPETENCIES

- User interface & application prototype designs.
- Graphic design for Web, Print and Social Media promotions.
- Hands on experience in building websites using Word Press CMS.
- Adept at team leadership & team management.
- Quick learner & comfortable with technology.
- Excellent sense of aesthetics and eye for details.

CAREER PATH – DIGITAL MEDIA

CREATIVE CONSULTANT

Tomato Creative Communications, Ernakulum.
(2010 – Present)

- Taking care of end to end UI projects right from the site requirements of business Managers to making it live.
- Design and develop responsive websites using Word Press CMS.
- Create Social media pages & promotional marketing materials.
- Total online/offline branding solutions.

MANAGER CREATIVE SERVICES (Head UI Design, sify.com)

Sify Technologies Ltd., Tidel Park Chennai. (www.sifytechnologies.com)
(June, 2007 – November 2009)

- Spearheaded the User interface design team of Sify.com portal & managed the team of UI designers, Flash and HTML developers.
- Interacted with business heads to gather & review the designing requirements of the company from time to time.
- Conceptualized & developed wireframes/prototypes to communicate high-level design strategies and detailed interaction behaviors.
- Responsible for end to end product delivery.
- Responsible for QC and evaluation of team performance.
- Collaborated with marketing team to work on design requirements for strategic marketing campaigns.
- Generated innovative advertising and contests for various brands.

SKILLS & EXPOSURE

- Typography
- Color scheme
- Responsive UI Design
- Branding
- Art Direction
- Translate communication objectives into visual design.
- Interact & present ideas.
- Can work independently.
- Team player.

TECHNICAL SKILLS

- Photoshop
- Illustrator
- InDesign
- Flash
- Sketch
- Axure
- WordPress
- Dreamweaver
- HTML & CSS

AWARDS & HONOURS

- Won a GOLDEN WEB for www.khel.com redesign in the best clean web site category in 2001.
- Received twice SIFY WAY AWARD for outstanding contributions.

ASSISTANT MANAGER CREATIVE SERVICES

Sify Technologies Ltd., Chennai.

(May, 2005 – June, 2007)

- Managed and lead a team of 10 web designers including flash scripting & HTML experts.
- Lead and redesigned pages with new brand logo and theme color for sify.com across platforms and fulfilled the brand refresh exercise.
- Responsible for Delivering Hi-fidelity Webpage prototypes for business approval and final HTML to development team & QC check.
- Provided Innovative advertising solutions and contests for various brands. Mentored and guided the team members on key skills.

SR. WEB DESIGNER

Sify Technologies Ltd., Tidel Park Chennai.

(May, 2003 – May, 2005)

- User Interface designer for Sify.com portal and all its channels.
- Innovative online advertising support for internal/external clients.
- Contributed to increase advertisement revenue & site traffic.
- Content enhancement by adding interactive features.
- Redesigned complex sites like carstreet.com, samachar.com, khel.com & others in an interesting manner by thoughtfully simplifying them.
- Received clients as well as internal appreciation and repeated orders from Rexene, Philips, Mitsubishi Lancer, Colgate, Bacardi etc.
- Initiated for awareness of design process among the Junior Designers.

WEB DESIGNER

Sify Technologies Ltd., Tidel Park Chennai.

(March, 2000 – May, 2003)

GRAPHIC DESIGNER

Sify Technologies Ltd., Tidel Park Chennai.

(February, 1999 – March, 2000)

PRINT MEDIA

Played many roles in graphic designing area such as Prototype Specialist, Illustrator & Visualiser in various advertising agencies in Cochin, Bangalore. Worked for Coca-Cola, Arvind Garments, BPL Washing Machines, Louis Philippe Shirts, Kids Kemp, Hindustan Machine Tools, Sitco Watches, Resorts & Hotels, Pharmaceutical, Real estates, Exporting firms and many more.

1997 – 1999, **Prototype Specialist/Illustrator – Chaithra Leo Burnett**, Bangalore.

1995 – 1997, **Visualiser/Illustrator–Creative Group**, Bangalore.

1993 – 1995, **Prototype specialist/Illustrator–Media Exemplars**, Ernakulam.

1991 – 1993, **Prototype designer/Illustrator–Indus Advertising**, Ernakulam.

EDUCATION & TRAINING

- National Diploma.
A five year course with specialization in Applied Art at RLV College of Fine Arts, Tripunithura, Kerala.
- Higher grade certification in Design, Free hand drawing & Painting from Department of Kerala Government Technical Examinations.
- Received training on Effective Prototyping by Human Factors International.

LANGUAGES KNOWN

- English [Read/Write/Speak]
- Malayalam [Read/Write/Speak]
- Kannada [Speak]
- Tamil [Speak]
- Hindi [Read/Write]