

Lingesh Sudhakar

Multimedia Designer & Art Director

Portfolio: [Explore my creative journey!](#)

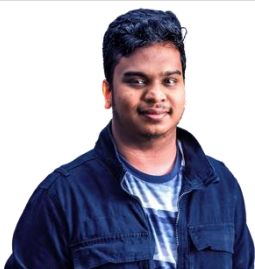
LinkedIn: [lingesh-sudhakar-designer](#)

Visa Type: Employment Visa

Location: Dubai

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OBJECTIVE

A dynamic **Multimedia Designer cum Art Director with 5+ years** of experience in advertising. Expertise in social media design, campaign key visual, typography, motion graphics and content creation. Strong foundation in working with startups, fast learner, effective time-management with problem solving skills.

PROFESSIONAL EXPERIENCE

Run with films LLC FZ, Studio City, Dubai.

Art Director and Multimedia Graphic Designer

March 2022 – Present

- Art Director/Production Executive for the **TV show 'Diwali Ki Tayyari' on B4U Plus**, enhancing audience engagement during the festive season.
- Led the creation of end-to-end brand marketing collateral for Payit powered by FAB, including digital and print assets, UX/UI design, event creatives and social media content, **resulting in a 60% increase in engagement and a 30% rise in app downloads.**
- Collaborated with a digital agency on cross-platform campaigns, utilizing A/B testing for ads on Google, Facebook, Instagram, TikTok, and YouTube, which **improved conversion rates by 40%** while developing HTML banners, website designs, and mobile app interfaces.
- **Contributed to the production of commercials** for brands including Payit, Braun, Kenwood, Hema, Craftier Perfume, Robam, Al Mashawi, R&B Kids, and Filli Cafe.
- **Shot, edited, and animated** multiple corporate videos across various industries, delivering high-quality visual content.
- **Led the print campaign for EPSON**, ensuring brand consistency and adherence to visual standards.
- Developed and **maintained visual design guidelines for social media accounts** of Hema, Airowater, Desert Oasis, Arwish Real Estate, and EKC Cylinders.
- Created engaging, viral, and relatable content for an in-house social media page, **significantly boosting audience engagement.**

Skillskapes – IIT Madras Research Park, Chennai, India.

Graphic Designer, Illustrator and Editor

May 2021 – Dec 2021

- **Created high volume** of flyers, posters, brochure, newsletters, social media post, manual booklets and reports.
- **Conceptualize Illustrations** for informative contents, social media content and book cover design.
- **Info-graphic animations** and gifs for website.
- Edited social media and shot corporate videos.
- Visualized and prototype layouts for web-designing projects.

DB Productions, Chennai, India.

Graphic Designer and Texturing Artist

June 2017 – May 2019

- Handled graphic design and illustration projects.
- Created **photorealistic texture for 3D models** using Substance Painter.
- Worked on concept for **Virtual reality and Augmented reality projects.**
- Experienced with 360 degree cameras, Gopro, and Professional Film camera's.

SOFTWARES

Photoshop, Illustrator, After Effects, InDesign, Premier Pro, Figma, Blender 3D, Animate CC, Dimension, Lightroom, Capcut, Procreate, Google Web Designer, FireFly, Mid Journey, Dall-E

ACHIEVEMENTS

ELECTION – GOVERNOR OF INDIA

Logo Designing – 2021

MADDYS – ADVERTISING CLUB

Illustration – 2019

CREATIVE ACCOMPLISHMENT

BEST STUDENT – 2018

FREELANCE PROJECTS

AQA CREATIVE

Illustration & 2D Animation

IIT MADRAS – TCS

Illustration & AR – 2D Animation

UNICEF

Book Cover Illustration

VR MALL – Chennai

Installation Art

EDUCATION

MASTER OF FINE ARTS

Visual Communication Design, Government College of Fine Arts, Chennai, India.

LANGUAGES

ENGLISH

Professional Working Proficiency

ARABIC

Proficient for design purposes

TAMIL

Native