



# Elumalai Ravi

Creative Lead

Portfolio : [www.ercreatives.com](http://www.ercreatives.com)

## CONTACT

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📍 Chennai, India

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## SUMMARY

I am a highly motivated and skilled designer with over **11 years of experience in digital, branding, print, and UI/UX**. I'm now seeking a new opportunity to bring my creative vision and expertise to a dynamic, fast-growing company. With a keen eye for detail and a deep understanding of brand storytelling, I ensure that my designs not only capture attention but also align seamlessly with the company's voice and mission.

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## EDUCATION

**Google UX Design Certificate**  
Coursera - March 2021

**Cert - Graphic & Web Design**  
Institute of Image Multimedia

**B.Sc. Visual Communication**  
Annamalai University

## DESIGN SPRINT

Participated in **Facebook Australia** 5 Days Design Sprint Held in 2019

Clients: **Showpo, Meshki**  
Top fashion brands in Australia

## TECHNICAL SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe Indesign  
Adobe acrobat  
Adobe Premiere Pro  
Adobe XD  
Sketch / Figma  
Proficient in Mac / Windows

## WORK EXPERIENCE

### Creative Lead (Proposal Services)

(Nov 2021 - Present)

Wood PLC - Chennai

- Collaborate with proposal coordinators and Business Units (APAC, EMEA, and Americas) to create high-quality proposal graphics, Executive Summaries, Presentations, interactive PDF documents, Brochures, SharePoint websites, Video editing, and more to contribute to the successful acquisition of projects.
- Ensure consistent company branding standards are followed in creative materials.
- Develop executive summaries from initiation to final submission, tailored to meet company requirements, while maintaining the company's brand image and effectively promoting the company.
- Communicate with key stakeholders (APAC, EMEA, and Americas) to understand creative support requirements, delivering documents and graphics within submission deadlines.
- Exhibit strong design management skills for creating compelling visuals in proposals and presentations.
- Support critical bids on creative requirements across diverse industries, including Oil & Gas, Petrochemicals, Life Sciences, Consulting, and Metals & Mining. Developed high-quality visual assets for major projects with clients such as Shell OMS, BSP, Jet Zero, SABIC, Chevron, BP, BGC, and more, ensuring brand consistency and impactful communication.
- Designed large-scale event collateral, including trade show graphics, exhibition booths, banners, brochures, and merchandise, enhancing brand presence at key industry conferences and corporate events (Ex, COP 29, etc)
- Apply knowledge of social media platforms, associated media requirements, and best practices to enhance online presence.
- Leverage advanced knowledge of Adobe InDesign, Illustrator, and Photoshop to enhance the quality of design materials.
- Apply extensive knowledge of Microsoft Office 365 to create professional documents and engaging presentations.
- Spearhead the hiring, development, and management of the creative team.

## PROFESSIONAL SKILLS

Attention to Detail  
Communication Skills  
Team Handling  
Time Management  
Multitasking  
Project Organization  
Problem-Solving  
Positive Attitude  
Flexibility/Adaptability  
Working well under pressure

## CREATIVE SKILLS

Social Media Post Ads  
Storyboard Design  
Video editing  
Typography  
Digital Designs / EDMs  
GIFs / Animations  
Branding Logos / Icons  
Digital Display Advertising  
Presentations / Mock-ups  
Web & Email Templates  
Flyers / Posters / Pamphlets  
Brochures / Booklets  
Annual Reports / Layout  
UI/UX Design (Basic)  
Wireframing / Prototyping

## AWARDS

**Shining Star of the year**  
Vmg Digital India Pvt Ltd  
2019

**Annual Award** (Creative Thinker)  
RRD Global Outsourcing  
2017

## Creative Team Lead

(Jul 2018 - Nov 2021)

Vmg Digital India Pvt Ltd - Chennai

As a Facebook, Instagram, Google, and TikTok Creative Partner. VMG works with industry-leading brands around the globe to produce short-form video ads for advertising.

- Built engaging concepts and creatives for digital marketing campaigns and corporate collateral.
- Curated visual elements for campaigns across various digital media platforms, including Facebook, Instagram Stories and Posts, Storyboards, EDMs, banners, typography, iconography, illustrations, static ads, and print materials.
- Ensured adherence to digital and social design best practices.
- Prepared Proof Of Concept (POC) projects that played a vital role in making important first impressions on clients.
- Analyzed design briefs and assessed project requirements.
- Brainstormed and conceptualized visuals to meet creative requirements.
- Gained hands-on experience with globally recognized brands such as Amex, Citi, HSBC, TAB, P&G, Nestle, Huawei, Asus, and others.
- Possess excellent team management skills, capable of excelling in dynamic and fast-paced environments.
- Successfully led multiple projects from conception to completion while adhering to aggressive deadlines.
- Effectively managed and ensured the smooth flow of day-to-day operations.
- Collaborated with client service managers, stakeholders, copywriters, and delivery managers. Responsibilities included providing updates, receiving feedback, estimating timelines, and delivering the final creative materials.
- Spearheaded the hiring, training, and management of the creative team.

## Associate Graphic Designer

(Aug 2017 - Jul 2018)

Unimoni GBS - DLF Chennai

## Graphic Designer

(Jul 2016 - Aug 2017)

RR Donnelley Global Outsourcing - Chennai

## Graphic Designer

(Aug 2015 - Jul 2016)

4Dimension Studio - Chennai

## Creative Designer

(Aug 2014 - Jul 2015)

Ad2pro Media Solutions (2adpro) - Chennai