



SHARATHKUMAR S

Design Operations Specialist

Creative Operations & Creative Project Management

Product Marketing & Brand Teams

Professional Summary

Design Operations Specialist with 7+ years of experience across design, marketing, B2B SaaS, fintech, and Web3. Currently supporting creative operations at DeOne / WeFi, coordinating multidisciplinary design and motion teams across brand, marketing, product communications, events, and multilingual content production.

Experienced in building and managing creative workflows, improving project visibility, coordinating stakeholders and external agencies, and streamlining briefing, review, approval, and delivery processes. Combines a hands-on design background with operational thinking, enabling effective collaboration between creative teams, marketing, product, and leadership in fast-moving digital product environments.

Tools & Platforms

Design & Creative Tools

Figma, Adobe Creative Cloud, After Effects, Premiere Pro, Frame.io, Magnific, Runway, ElevenLabs, ChatGPT

Project & Operations Tools

Monday.com, Confluence, Google Workspace, Slack, Workflow Documentation, Asset Management, Review & Approval Systems

Education

Goldsmiths, University of London, United Kingdom

MSc User Experience Engineering (2021 - 2022)

ICAT Design & Media College, Chennai, India

PG Diploma, Multimedia Technology (2016 - 2017)

Anna University

B.E., Electronics and Communication Engineering (2012 - 2016)

Professional Experience

WeFi / DeOne | Design Operations Specialist

Jul 2024 - Present

- Manage creative operations across 7+ production streams, including brand, social, motion, CRM, PR, product communications, and events.
- Coordinate 4+ designers, motion specialists, marketers, product stakeholders, and external partners across briefing, production, review, and delivery.
- Manage project tracking and workflow visibility in Monday.com, including priorities, ownership, dependencies, review stages, and delivery status.
- Coordinate multilingual production across 10+ languages, including scripts, voiceovers, subtitles, translated assets, and final adaptations.
- Standardise briefing, approval, and asset-management processes for 40+ monthly creative deliverables, reducing back-and-forth and improving production visibility.
- Coordinate asset sharing and feedback consolidation across 5 external agencies, reducing final delivery timelines by an average of 2 days per project.
- Integrate ChatGPT, Magnific, Runway, and ElevenLabs across 5+ creative-production use cases, including ideation, image enhancement, video workflows, voiceover, and multilingual adaptation.

Core Competencies

Design Operations

Building and improving creative workflows, intake systems, approval processes, asset management, team infrastructure, and operational visibility across design functions.

Creative Project Management

Managing priorities, timelines, dependencies, delivery stages, risks, and cross-functional coordination across design, motion, marketing, product, and external partners.

Visual Design

Strong foundation in brand, digital, presentation, campaign, and web design, with experience balancing visual quality, usability, and business requirements.

Creative AI Workflows

Integrating AI tools into creative production for ideation, image generation, enhancement, video workflows, voiceover, localization, and production efficiency.

Creative Production & Process Improvement

Coordinating static, motion, multilingual, and campaign production while improving briefing, QA, review, handoff, and delivery processes.

Design Documentation

Creating and maintaining design guidelines, process documentation, briefing templates, workflow standards, handoff structures, and shared knowledge resources.

Stakeholder & Team Coordination

Aligning designers, marketers, product teams, leadership, agencies, and vendors around ownership, feedback, approvals, blockers, and delivery expectations.

Goldsmiths, University of London | UX Project Supervisor

Jan 2024 - Aug 2024

- Supervised 10+ MSc User Experience Engineering projects, guiding students through research, design development, usability evaluation, and final delivery.
- Supported 170+ students across Interaction Science and design-related coursework.
- Provided feedback on UX research methods, interaction design, usability, and project development.
- Assisted with coursework, project reviews, assignment assessment, and marking.
- Helped students translate research findings into practical design decisions and clearly communicated project outcomes.

Kissflow | Visual Designer & Web Experience

Jul 2020 - Sep 2021

- Collaborated with the web team on a site-wide redesign and information architecture improvement for a B2B SaaS platform.
- Defined and implemented usability guidelines across key website pages and templates while maintaining existing brand standards.
- Analysed user behaviour and web-performance data across key journeys to identify improvements in navigation, content hierarchy, and engagement.
- Worked cross-functionally across visual design, UX, web experience, and digital marketing to align user, brand, and business requirements.

Valued Epistemics | Digital Marketing Designer

Jan 2018 - Jan 2020

- Designed and supported digital products including an IELTS speaking-session booking experience, speaking and writing evaluation tools, and a GRE score-prediction product.
- Contributed to a GRE score predictor that generated 5,000+ leads within five months.
- Created and executed digital marketing campaigns across web, social, and YouTube channels.
- Analysed advertising and social-media performance to identify opportunities for campaign improvement.
- Developed data-driven recommendations to improve digital performance.
- Created a video-production process and managed a team of 4 design interns.
- Collaborated with the R&D team to define metrics for monitoring learner activity.

Untitled Solution Provider | Graphic Designer

Jun 2017 - Oct 2017

- Created digital and print marketing assets for client campaigns, including ITC Mangaldeep and Turyaa Restaurant.
- Introduced video advertising and marketing-video production for ITC Mangaldeep, supporting broader campaign execution.