Sharathkumar S

Design Operations & Creative Project Management

AI-Enabled Creative Workflows

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PROFESSIONAL SUMMARY

Design Operations and Creative Project Management professional with 7+ years of experience across B2B SaaS, fintech, Web3 and marketing. Coordinates multidisciplinary design, motion and multilingual production, aligning creative teams, marketing, product, leadership and external agencies around clear briefs, reviews and delivery. Builds creative workflows that improve visibility and reduce rework, combining a hands-on design background with operational thinking. Applies AI tools practically across ideation, image and video production, voiceover and localisation to accelerate delivery.

SELECTED CAREER HIGHLIGHTS

- Coordinated **70+ videos** across 18 months of creative production.
- Personally delivered **500+ static creative assets**.
- Personally designed **20+ presentations**.
- Reduced carousel production from **3+ hours to approximately 15 minutes** by building reusable 3D assets.

PROFESSIONAL EXPERIENCE

Design Operations Specialist

Jul 2024 – Sep 2026

WeFi / DeOne

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

UX Project Supervisor

Jan 2024 – Aug 2024

Goldsmiths, University of London

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

PROFESSIONAL EXPERIENCE (CONTINUED)

Visual Designer & Web Experience
Jul 2020 – Sep 2021

Kissflow

- Partnered 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.
- Analysed user behaviour and web-performance data to improve navigation, hierarchy and engagement.

Digital Marketing Designer
Jan 2018 – Jan 2020

Valued Epistemics

- Designed digital products including an IELTS speaking-session booking experience, speaking and writing evaluation tools, and a GRE score predictor that generated 5,000+ leads within five months.
- Ran web, social and YouTube campaigns, using ad and social performance data to drive improvements.
- 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.

Graphic Designer
Jun 2017 – Oct 2017

Untitled Solution Provider

- Created digital and print campaign assets for clients including ITC Mangaldeep and Turyaa Restaurant.
- Introduced video advertising and marketing-video production for ITC Mangaldeep.

CORE COMPETENCIES

Design Operations: workflow design, briefing systems, approvals, asset management, documentation

Creative Project Management: timelines, dependencies, risk, stakeholder and vendor coordination

Brand & Digital Design: brand, campaign, presentation and web design, information architecture, UX

AI-Enabled Creative Workflows: AI ideation, image enhancement, video, voiceover and localisation

AI & TECHNICAL SKILLS

AI tools: Claude Code, ChatGPT, Figma Make, Lovable, Runway, Magnific, ElevenLabs

Prototyping & deployment: Figma-to-code, AI-assisted frontend prototyping, React/Vite, Cloudflare Pages

CREATIVE & OPERATIONS TOOLS

Figma, Adobe Creative Cloud, After Effects, Premiere Pro, Frame.io, Monday.com, Confluence, Slack, Google Workspace

SELECTED INDEPENDENT PROJECTS

WeGo: Self-initiated crypto payments MVP concept, covering product flows, UX/UI and MVP definition.

AI-Assisted Portfolio: Figma-to-code build using Claude Code, React/Vite and Cloudflare Pages.

EDUCATION

MSc User Experience Engineering · Goldsmiths, University of London, United Kingdom — 2021 – 2022

PG Diploma, Multimedia Technology · ICAT Design & Media College, Chennai, India — 2016 – 2017

B.E., Electronics and Communication Engineering · Anna University — 2012 – 2016