

# S R Mithra

## Creative Director / Graphic and Visual Design / Design Thinking

Current Role: Senior Manager, Creative Strategy – Corporate Marketing, Cognizant

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### Summary

I'm a design enthusiast with over 19+ years of experience in the industry. My strength and passion are understanding the business and create relevant solution by synergizing design for print, web design, brand development, interactive media, package design, marketing, leadership assignments and support design directions for proposals and large deals.

**“Design is the cornerstone of the brand and brand experience and I truly believe that design can solve problems, change lives, and transform businesses.”**

- A result-oriented professional with experience in digital design / brand management/ brand marketing/ UI design/ presentation design/ customer experience design / design for hybrid marketing
- Recognized as a creative design agent and innovator, managed in-house design team and worked with business development team to create design strategy aligning the brand story to the business goals.
- Skilled in delivering adaptive and creative solutions by staying up to date with best practices and emerging trends in design and technology.

In my free time, I listen to music, browse, play with Rio (quaker parrot - our family stress buster), love to travel, help my wife in her business, uno card, take a drive, food and friends.

### Specialized skills

- Creative Direction
- Experience Design
- Product Design
- UI/UX Design
- Web/Mobile Design
- Design Strategy
- Branding
- Graphic Design
- Identity Design
- Advertising
- Concept Design
- 360° Branding
- Marketing Design
- Creative Leadership
- Design Thinking
- Prototyping
- Photography

### Technical skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Premiere Rush
- Adobe Audition
- Adobe XD
- Ulzard
- Figma Basics
- HTML & CSS
- WIX

### AI tools

- Adobe Firefly
- Adobe Sensei
- Fronty
- Synthesia
- Neurons AI
- 3M VAS

## Experience

### Cognizant Growth Path and Experience – 2008 Till Date

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2008	2010	2012	2015	2020
Associate, Strategic Marketing, Quality Engineering and Assurance	Senior Associate, Strategic Marketing, Quality Engineering and Assurance	Manager, Business Dev., Quality Engineering and Assurance	Senior Manager, Business Dev., Quality Engineering and Assurance	Senior Manager – Creative Strategy, Global Marketing

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### Cognizant – Current Role

- Part of the Global Marketing, responsible for elevating corporate branding and visual identity systems, brand guidelines, marketing collateral, annual reports, experiential and design for web and social.
- Work with interdisciplinary team involving designers, animators, content creators, video editors, developers in building digital and brand experience for Cognizant.
- Effectively managed all creative deliverables for global client base, international marketing initiatives and corporate communications.

### Other Experience in Cognizant

- Lead design for Quality Engineering and Assurance practice. My role comprises of a dual role involving both creative development and marketing executions by working along with executive leaders and service line leaders.
- Expert in leading end-to-end design strategies and executed for international events for Cognizant QE&A Summit, global industry conferences, sponsored events and internal events to increase brand recognition and promote thought leadership.
- Built in-house team and capabilities for design - digital creatives, marketing assets, production & promotion of videos, storyboarding, shooting and video editing.

### Accomplishments

- Worked end-to-end from ideation to execution in creating a **digital customer experience lab for Cognizant Quality Engineering and Assurance.**
- Partner internally with cross-functional leaders and expand the value of design during client visit by **crafting integrated customer experience.**
- UI Design for products and **Cognizant AWS global workshop.**
- Support **design directions for RFP proposals & large deals**, Information design corporate presentations for executive leaders.

### **Previous experience**

- Sify Technologies, Senior Lead Graphic Designer
- EduTech, Senior Graphic Designer
- Mindzen, Creative Designer
- Agriya, Media Designer
- Arena Multimedia, Faculty of Design

## Education

- Indian Institute of Management, Calcutta - **Advanced Program for Marketing Professionals**
- Annamalai University - **Master of Business Administration – E Business**
- Annamalai University - **Bachelor of Science - Visual Communication, Chennai**
- Panimalar Polytechnic - **Diploma in Computer Technology**

## Certification

- **Adobe Certified Professional** in Visual Design
- **Advanced Diploma in Multimedia**, Arena Multimedia
- Credential for **Faculty Certification**, Arena Multimedia
- **Digital Marketing Specialist**, SimpliLearn
- **Certificate in Supply Chain**, Loyola Institute of Business Administration (LIBA)
- **Fundamentals of Digital Marketing**, Google Digital Garage
- **Creative Certification Exam**, Google Digital Academy (Skillshop)
- **AI for Marketing**, Udemy
- **Design-Led Strategy: Design thinking for business strategy and entrepreneurship**, The University of Sydney (Coursera)
- **Design Accessibility**, Uxcel

## Notable accomplishments across my career

- Winner, Tata Docomo AD - National Animation Contest – AD featured in Star Movies, Sony Pix and Neo Sports
- Winner, Short Film Competition – Cognizant
- Special Award for Event support – Sify Fungama
- Rising Star Award – Faculty of the Year, Arena Multimedia

## Personal details

Name: S R Mithra

Marital Status: Married

Date of Birth: 19 August 1982

Nationality: India

Father's Name: S V Ravindran

Languages: Tamil, English, Malayalam

Sex: Male

Personal Interest: Music, Sports, Social Entrepreneurship

## Declaration

I hereby declare that the above particulars of facts and information stated are true, correct, and complete to the best of my belief and knowledge. If you're a purpose-driven brand looking for your next hire to help grow your brand footprint. I'd love to hear from you at [mithrasr82@gmail.com](mailto:mithrasr82@gmail.com) or call **+91 9962460432**

