



Navin Balakrishnan

SENIOR CREATIVE DIRECTOR

Strategy / Experience / Design

NAVIN BALAKRISHNAN

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gmail.com



726-444-7281



<https://www.linkedin.com/in/navin-balakrishnan-6a955713/>



PROFESSIONAL SUMMARY

I'm an award winning Senior Creative Director with 22+ years of design experience across Creative Strategy, User Experience and User Interface design.

I have extensive knowledge in branding, conceptualization strategy and art direction, with proven expertise in digital arenas of experience design, UI/UX, app and web design. My tenure spans experience in agencies, boutique design cells and print production houses.

I'm a brand evangelist, extremely passionate about digitally transforming brands from an experience perspective.

I love infusing brand mapped design thinking across projects and ensuring that digital innovation is key to the business objectives of the client.

I play a key role in defining strategies, winning new logos and executing creative strategy with a strong undertone of brand.

WORK EXPERIENCE

Associate Director (Sr. Creative / Experience Director) - Cognizant (Sept 2014 till date)

National Creative Director - Indigo Consulting-Leo Burnett, Publicis Groupe (Dec 2007 to Sept 2014).

Creative Consultant - World Wide Media (July 2007 to Dec 2007).

Creative Head - IL&FS Design Centre Nov 2004 to June 2007).

Art Director - Spenta Multimedia (April 2004 to November 2004).

Sr. Art Director - Schoolnet India (Dec 2000 to April 2004).

Sr. Web & Multimedia Designer - Myiris.com (Dec 1999 to Nov 2000)

Graphic designer & Copywriter - Mid-Day Multimedia (April 1996 to Nov 1999)

AREAS OF EXPERTISE

- Creative Strategy
- Campaign Management
- Art Direction
- Branding & Innovation
- Conceptualization
- Experience Design
- Interaction Strategy
- UX Strategy
- Persona Mapping
- UI Design

AWARDS WON

I've been fortunate to win a host of awards through my career, including 3 Webby honorees, a Marcom Platinum, a Stevie bronze, and a host of others.



P R O J E C T S H O W C A S E

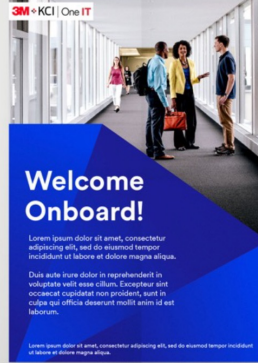
CAMPAIGNS

3M KCI ONEIT - INTEGRATION CAMPAIGN

Restrictions
& Exceptions
for use of USB



New 3M PCs
and OneDrive
Data Migration



KCI
Applications
Available on
3M Devices



Unifies the campaign communication under a single, positive umbrella thought

Brings a sense of 'oneness' to the campaign

3M + KCI | OneIT

Stays away from usage of words like 'integration', 'alignment' etc.

Leaves behind a positive association with the integration campaign

CREATIVE LEAD FOR 3M KCI ONE IT INTEGRATION OCM CAMPAIGN: Lead the 3M KCI IT Integration OCM communication campaign to update legacy KCI employees about the IT Integration from KCI to 3M. Based on the NEXT framework, this campaign is targeted at that legacy employees understand about the transition of existing KCI IT Services to the 3M environment. And to ensure that the employees swiftly adopt to the new systems.

As a creative lead, I led the campaign effort, establishing the branding identity of the campaign, crafting the campaign plan, the tone of communication and the phase wise asset delivery plan.

3M + KCI

KCI IT - OCM CAMPAIGN




Communicating Change

make **IT** better

VITAL
Your Service Desk Portal

We listen.
We act.
We make **IT** better with VITAL



We listen. We act. We make **IT** better.


Committed to improving your experience, the IT Team presents

VITAL
Your Service Desk Portal



Welcome to **VITAL**

Let's help you access **VITAL** anytime, anywhere with the mobile app in 3 simple steps



2019 MARCOM AWARDS
PLATINUM WINNER



THE WORLD'S PREMIER STEVIE
THE INTERNATIONAL SERVICE AWARDS 2019

2019 STEVIE WINNER
BEST CUSTOMER SERVICE

KCI
Acelity

Award Category
Customer Service
Campaign of the Year
Service Excellence
100+ More Employees


Project
Employee-centric Organization
Digital Transformation
KCI Transformation

CREATIVE LEAD FOR KCI IT OCM COMMUNICATION CAMPAIGN: Managed and lead an employee centric marketing communication campaign to spread organizational awareness about IT transformation. Based on the NEXT framework, the campaign was targeted at improving employee perception about the IT team and services and to also ensure swift adoption of the transformational changes being rolled out. As Creative Engagement Lead, I was responsible for the campaign from concept to delivery. Working with offshore teams, I devised the overall communication strategy, crafted the visual branding umbrella and worked with the client POC to draw a well thought out asset delivery plan.





KCI PREVENA - MARKETING CAMPAIGN

PREVENA RESTOR
INCISION MANAGEMENT SYSTEM



Scars won't define them!

Ensure a confident recovery experience for your patients with PREVENA RESTOR BELLA-FORM™ Incision Management System. It aids in incision and surrounding soft tissue management, providing up to 14 days of negative pressure therapy. Help your patients to feel like themselves again.

PREVENA
INCISION MANAGEMENT SYSTEM

Expanded FDA Indication*



Give your patients an optimized healing experience!

Protect your high risk patients with reduced infections in incisions. PREVENA™ Therapy is the only medical device indicated by FDA to aid in the reduction of superficial surgical site infections in Class I and II wounds.



Specific indications, contraindications, warnings, precautions, and safety information exist for KCI products and therapies. Please consult the clinical and product instructions for use only.


*See full Indication Statement




PREVENA RESTOR

REDEFINE POST-OPTIMISM

14 days of negative pressure therapy. Less edema to hold them back.



Request Complimentary Product Evaluation Now



PREVENA RESTOR
INCISION MANAGEMENT SYSTEM

PREVENA RESTOR BELLA-FORM™ Incision Management System aids in incision and surrounding soft tissue management, providing up to 14 days of negative pressure therapy, and ensures a confident recovery experience.



Help them reclaim femininity



PREVENA RESTOR

Regain Mobility. Restore Normalcy.

Less Edema. Faster Recovery.

PREVENA RESTOR ARTURO-FORM™ Incision Management System aids in incision and surrounding soft tissue management, providing up to 14 days of negative pressure therapy, and ensures an active post-op rehab.




PREVENA RESTOR



HELP THEM GEAR UP FOR A CONFIDENT RECOVERY

You can now give your patients the healthy healing they deserve with PREVENA RESTOR BELLA-FORM™ Incision Management System. It aids in incision and surrounding soft tissue management, providing up to 14 days of negative pressure therapy.




PREVENA RESTOR

Help her recover

PREVENA RESTOR

A new beginning

Help her recover

Get a free product evaluation today!




PREVENA RESTOR

Expanded FDA Indication*

INFECTION?

The only medical device indicated by FDA to aid in the reduction of superficial surgical site infections in Class I and II wounds. PREVENA™ Therapy can help protect your high risk patients!

Request Complimentary Product Evaluation Now



*See full Indication Statement



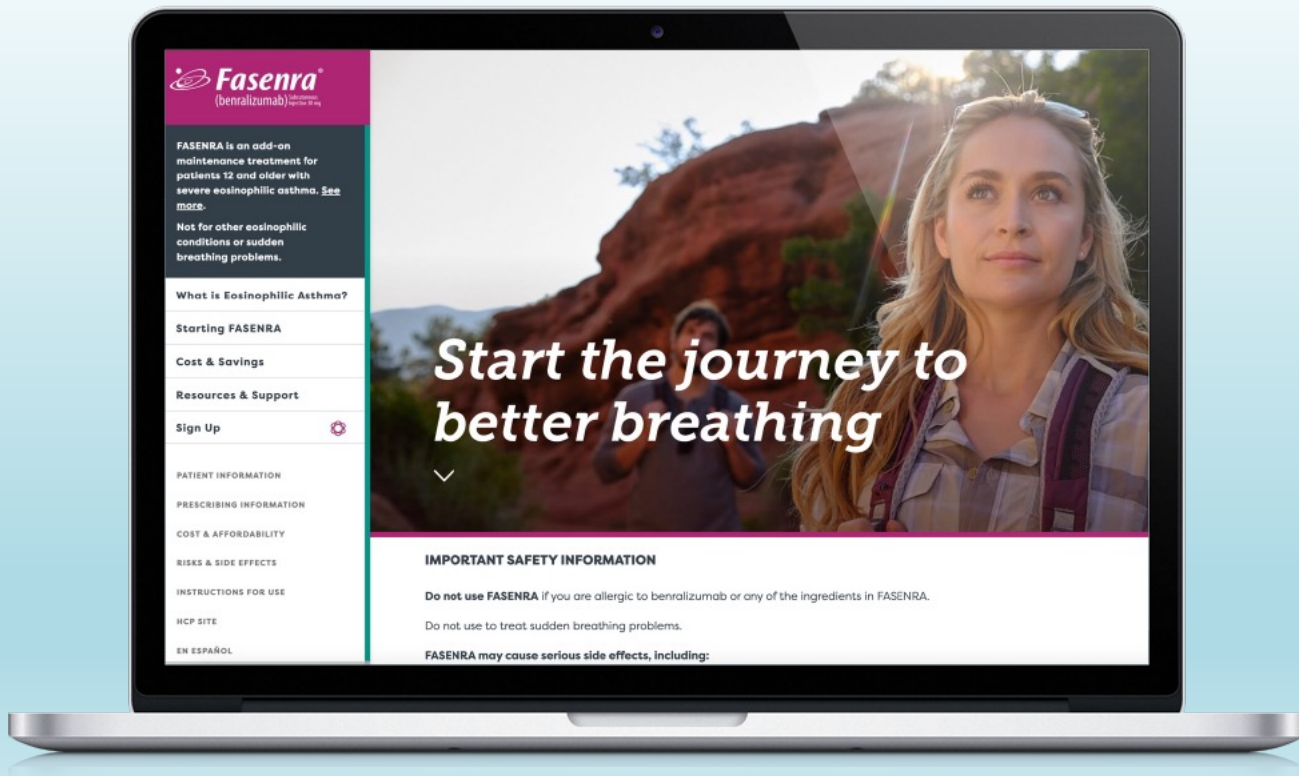
CREATIVE & MARKETING LEAD FOR KCI IT OCM COMMUNICATION CAMPAIGN: Managed and lead the digital marketing communication campaign to help KCI launch and generate awareness and leads for PREVENA DE NoVo and PREVENA RESTOR products among select surgical specialties and hospital administration. As Creative Engagement Lead, I was responsible for the marketing campaign from concept to delivery. I devised the overall communication strategy, crafted the visual branding umbrella and worked with the client POC to draw a well thought out asset delivery plan.



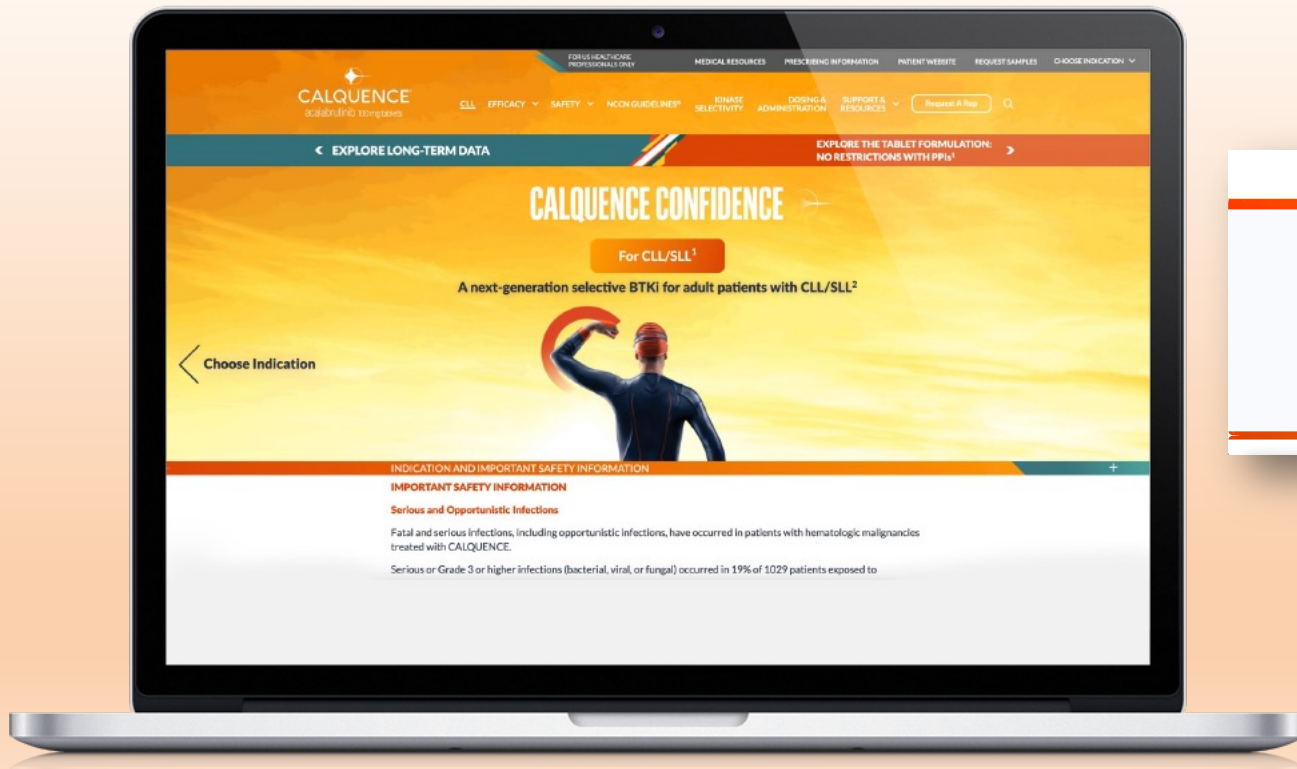
P R O J E C T S H O W C A S E

UI / UX STRATEGY

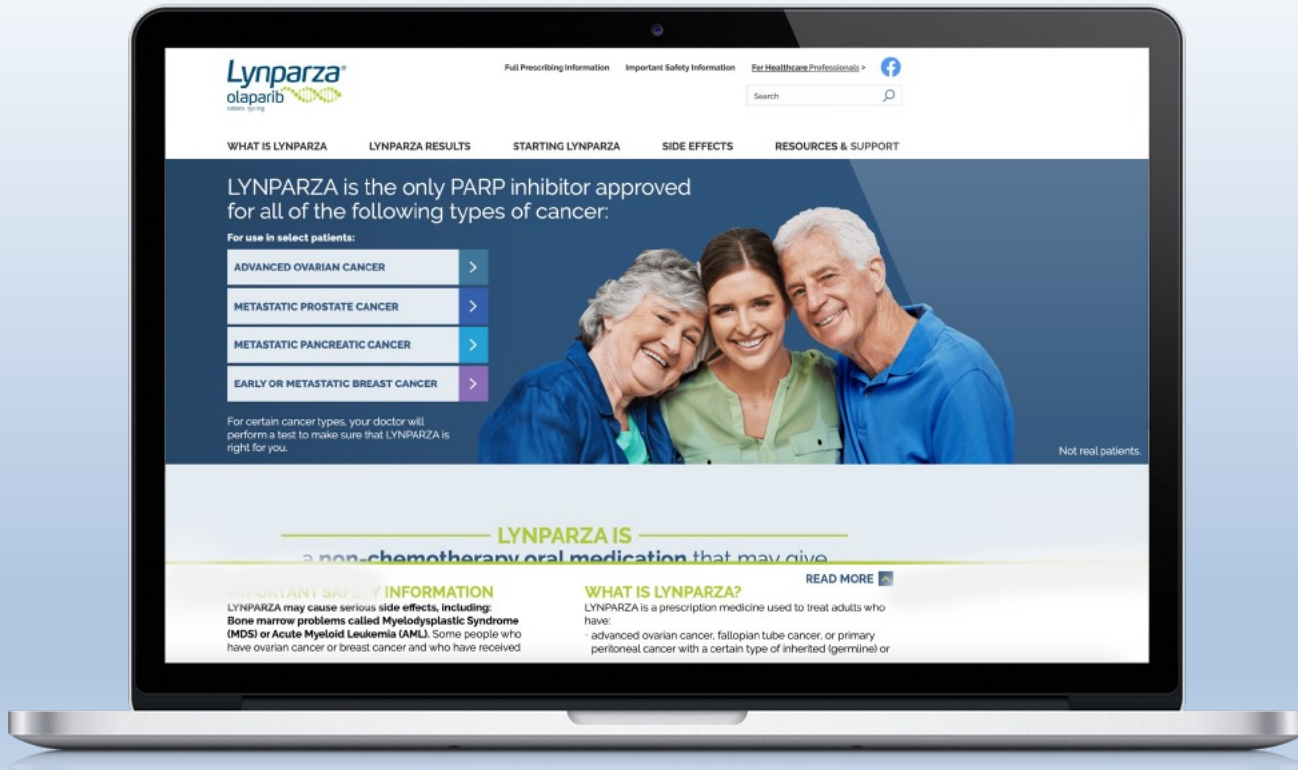
PLEASE NOTE: Owing to client confidentiality clauses, an exhaustive portfolio of UX wires and workflows cannot be shared online at this point.



UX / DESIGN LEAD ASTRA ZENECA DESIGN TRANSFORMATION: Led the UX design strategy for Fasenra (AZ).. Understood the brand eco-system Partnered with key CLIENT decision makers, process SMEs, and other vital stakeholders to understand requirements, Planned and lead requirement gathering workshops, brainstorming sessions, and technical discussions to solidify the scope and timelines. Conducted planning sessions with all partner teams to determine the dependencies and constraints.



UX / DESIGN LEAD ASTRA ZENECA DESIGN TRANSFORMATION: Led the UX design strategy for CALQUENCE (AZ).. Understood the brand eco-system Partnered with key CLIENT decision makers, process SMEs, and other vital stakeholders to understand requirements, Planned and lead requirement gathering workshops, brainstorming sessions, and technical discussions to solidify the scope and timelines. Conducted planning sessions with all partner teams to determine the dependencies and constraints.



UX / DESIGN LEAD ASTRA ZENECA DESIGN TRANSFORMATION: Led the UX design strategy for LYNPARZA (AZ).. Understood the brand eco-system Partnered with key CLIENT decision makers, process SMEs, and other vital stakeholders to understand requirements, Planned and lead requirement gathering workshops, brainstorming sessions, and technical discussions to solidify the scope and timelines. Conducted planning sessions with all partner teams to determine the dependencies and constraints.



BREZTRI AEROSPHERE®

(budesonide 160 mcg, glycopyrrolate 9 mcg and formoterol fumarate 4.8 mcg) Inhalation Aerosol
[brehz-tree]

Benefits of BREZTRI

Safety Information

COPD & Flare-Ups

Talking to Your Doctor

Savings & Support

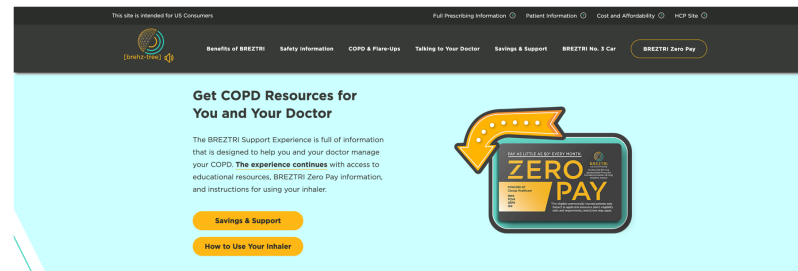
BREZTRI No. 3 Car

BREZTRI Zero Pay

BREZTRI is used long term to treat chronic obstructive pulmonary disease (COPD). BREZTRI does not replace a rescue inhaler for sudden symptoms and is not for the treatment of asthma.

IF YOU HAVE COPD, ASK YOUR DOCTOR ABOUT BREZTRI

UX / DESIGN LEAD ASTRA ZENECA DESIGN TRANSFORMATION: Led the UX design strategy for BREZTRI (AZ).. Understood the brand eco-system Partnered with key CLIENT decision makers, process SMEs, and other vital stakeholders to understand requirements, Planned and lead requirement gathering workshops, brainstorming sessions, and technical discussions to solidify the scope and timelines. Conducted planning sessions with all partner teams to determine the dependencies and constraints.



Frequently Asked Questions

What is the approved use for BREZTRI?

What are COPD flare-ups?

How could I save on my BREZTRI

How do I store my BREZTRI inhaler?



UX / DESIGN LEAD ASTRA ZENECA DESIGN TRANSFORMATION: Led the UX design strategy for ABB (AZ).. Co-ordinated with the agency team to understand the creative vision and translate the same to functional user journeys. Crafted the wireframes in collaboration with client and internal teams. Ensured that the sanctity of the creative vision was not lost while the functionality and logic of the journey remained intact.



**BEVESPI
AEROSPHERE[®]**
(glycopyrrolate 9 mcg/formoterol
tumarate 4.8 mcg) Inhalation Aerosol

THIS SITE IS INTENDED
FOR US CONSUMERS

HEALTH CARE
PROFESSIONAL LINK >

- BEVESPI AEROSPHERE is a prescription medication used long-term to treat adults with COPD. [READ MORE...](#)
- BEVESPI AEROSPHERE is not a rescue inhaler and is not for use to treat sudden COPD symptoms. [READ MORE...](#)

☰ EXPLORE

BEVESPI AEROSPHERE

AIMS TO OPEN AIRWAYS TO THE MAX

A maintenance treatment for adults with COPD.

BEVESPI AEROSPHERE is a combination of **two COPD medicines**. When used long-term—two puffs, twice a day—BEVESPI AEROSPHERE works two ways to help open airways and keep them open. Open airways can help open your world for better breathing.

It is not a rescue inhaler and is not used to treat sudden COPD symptoms. It is not for the treatment of asthma.



OPEN
FOR BREATHING



**BEVESPI
AEROSPHERE[®]**
(glycopyrrolate 9 mcg/formoterol
tumarate 4.8 mcg) Inhalation Aerosol

SCROLL



UX / DESIGN LEAD ASTRA ZENECA DESIGN TRANSFORMATION: Led the UX design strategy for BEVESPI (AZ).. Understood the brand eco-system Partnered with key CLIENT decision makers, process SMEs, and other vital stakeholders to understand requirements, Planned and lead requirement gathering workshops, brainstorming sessions, and technical discussions to solidify the scope and timelines. Conducted planning sessions with all partner teams to determine the dependencies and constraints.

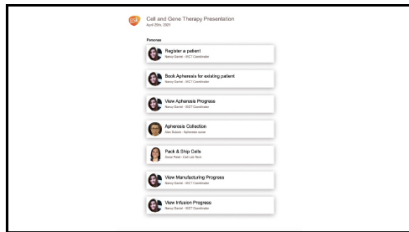


UX STRATEGIST & CREATIVE DESIGN

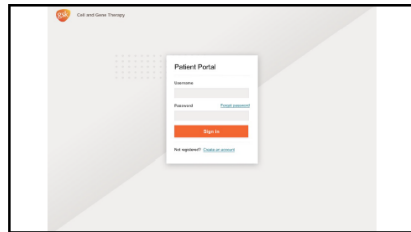
ROLE SUMMARY

Led the UX design and strategy work for several user journeys for GSK Cell Gene Therapy

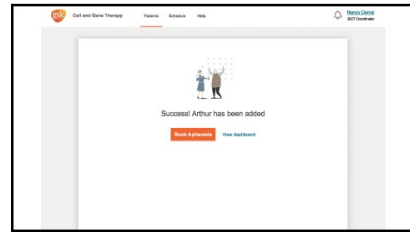
Lucid, simple and easy – the journeys are minimal in design and with no clutter and zero distractions.



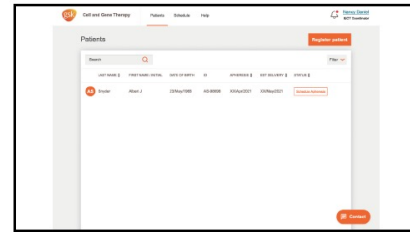
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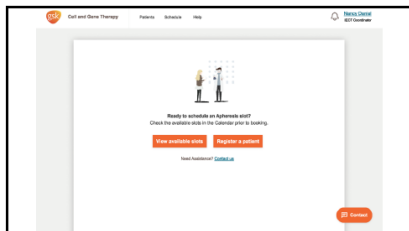
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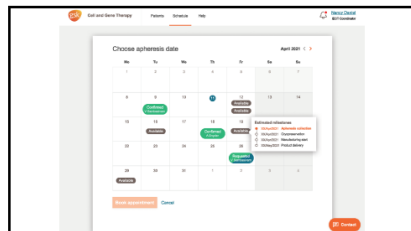
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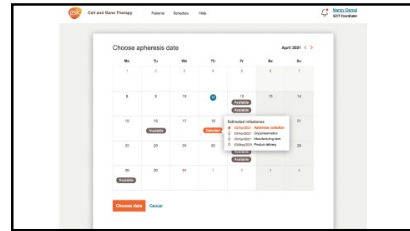
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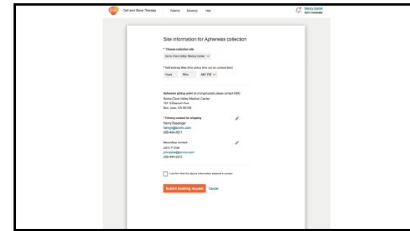
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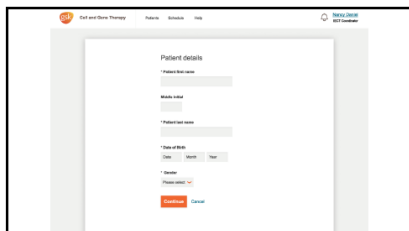
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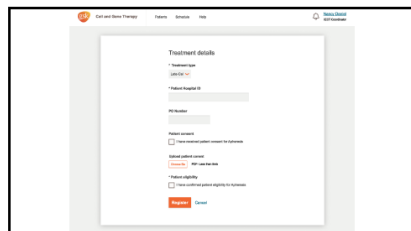
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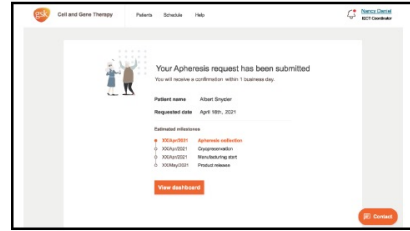
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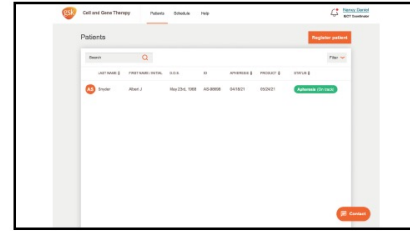
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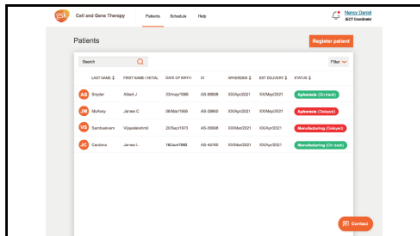
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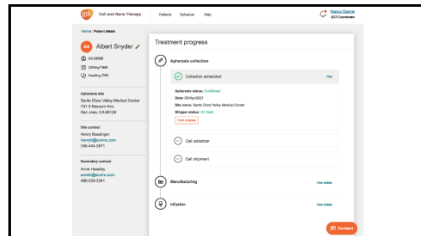
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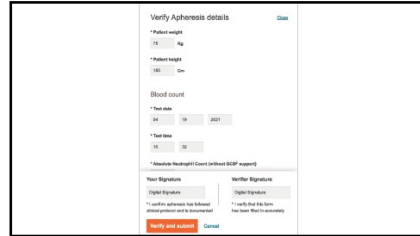
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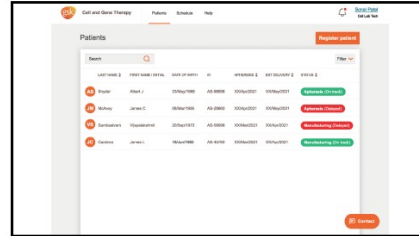
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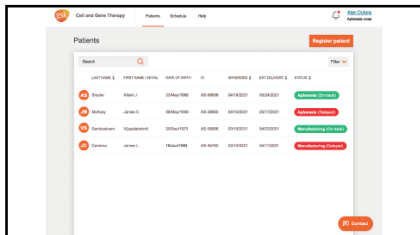
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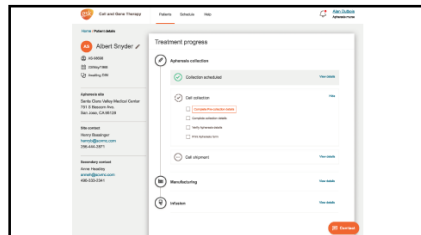
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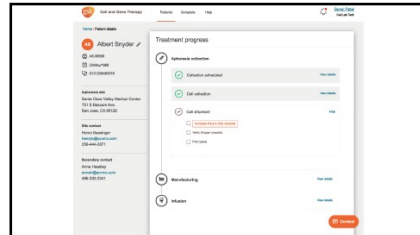
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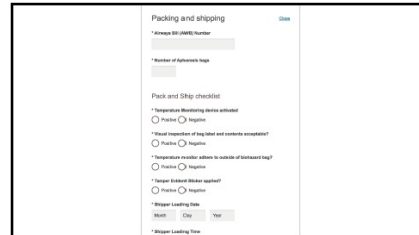
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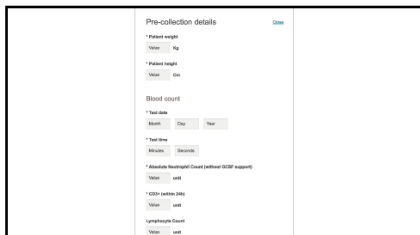
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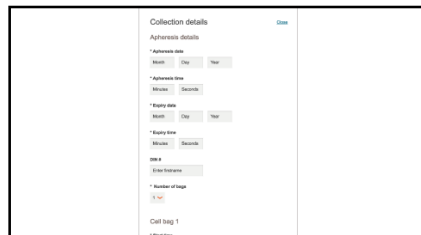
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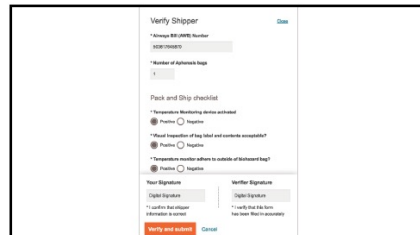
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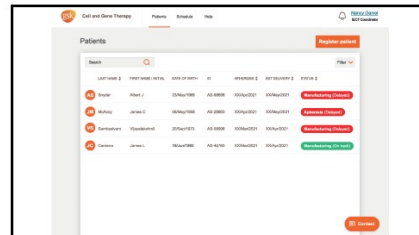
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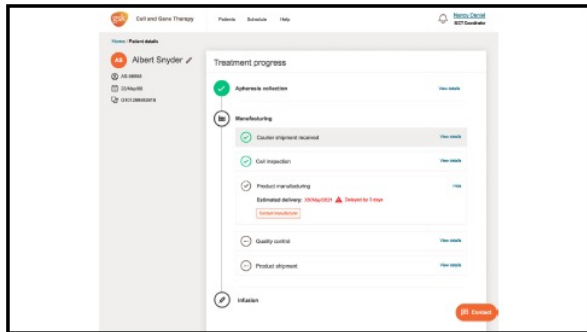
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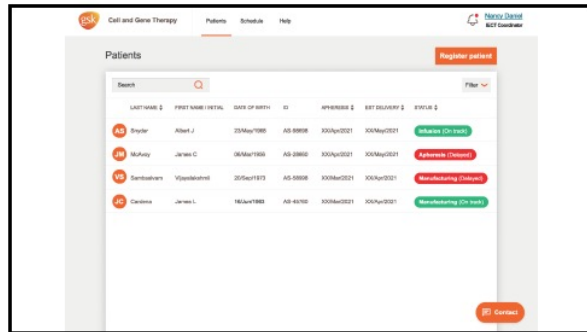
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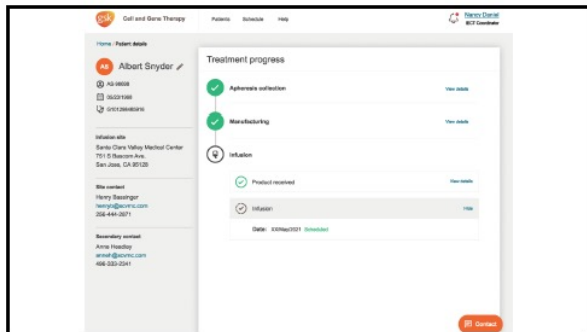
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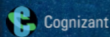
27

The MaxLife Creative Roadmap

MaxLife Insurance NEO – June 6th 2016



.Brand Drivers



MAX LIFE INSURANCE

CREATIVE DIRECTOR – STRATEGY & UX / UI DESIGN

ROLE SUMMARY:

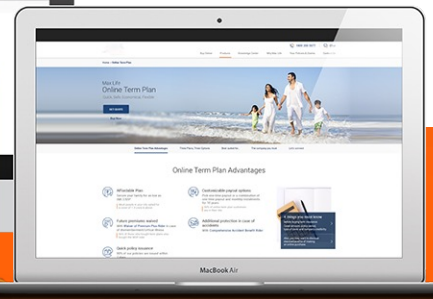
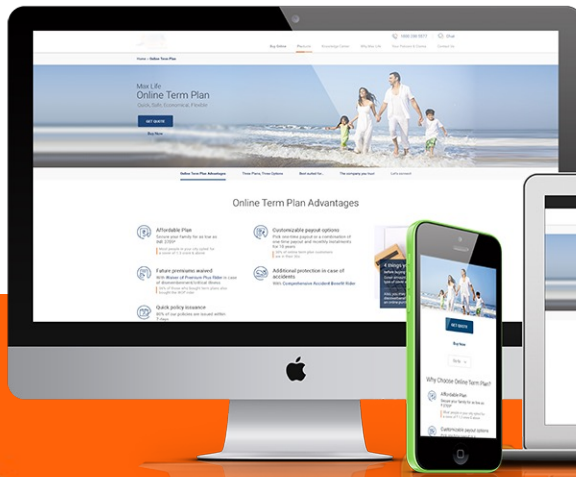
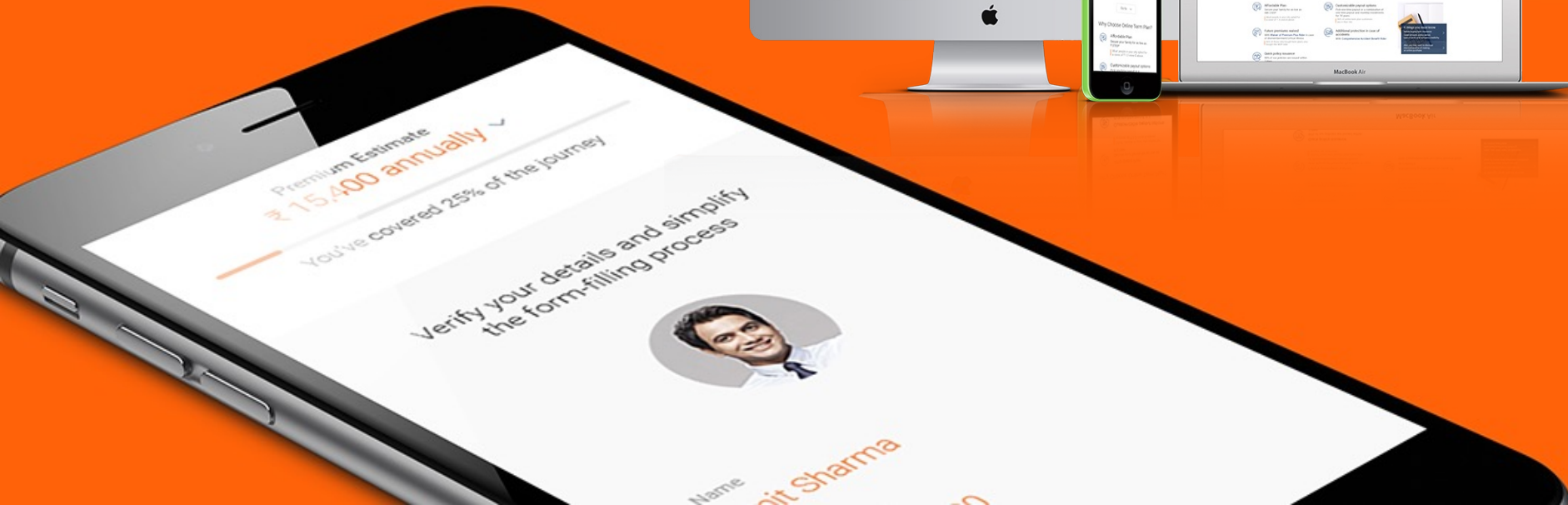
Successfully anchored the creative effort, winning the confidence of the client and building a good rapport with the core client stakeholders.

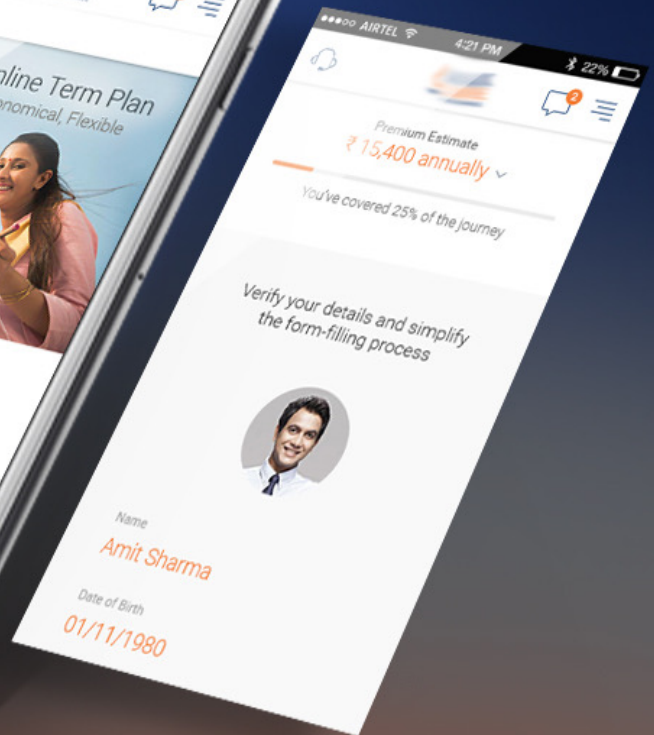
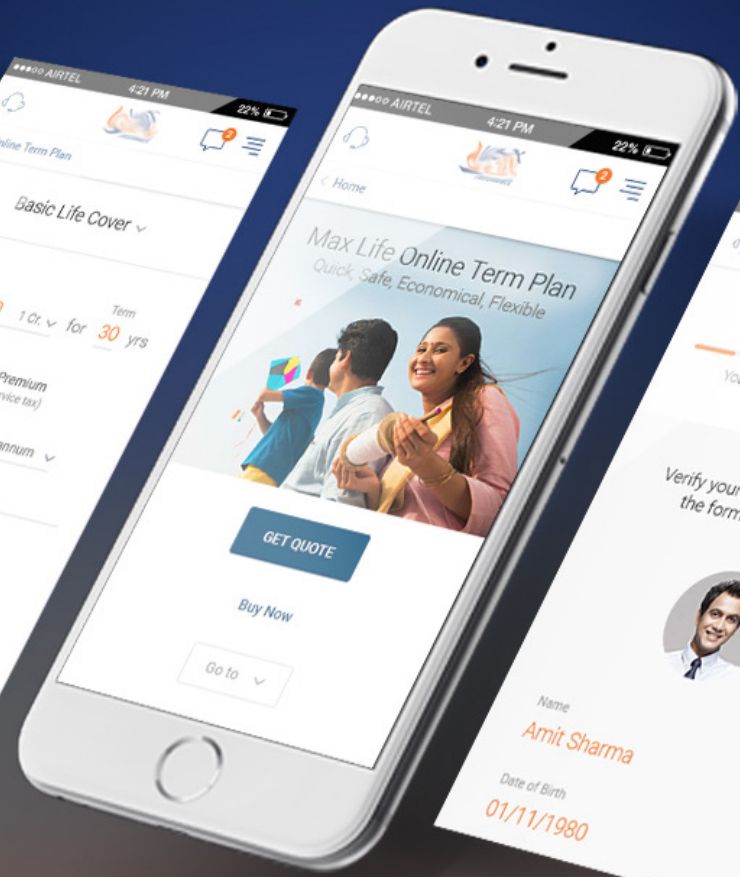
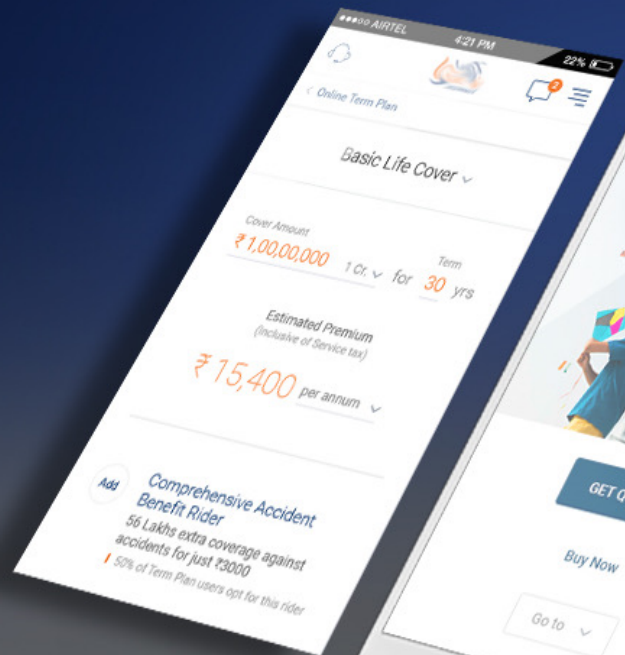
Charted the creative strategy for the project and coordinated the design effort, managing design teams across locations, ensuring that the client was presented with the best design strategy.

KEY RESPONSIBILITIES:

Led the complete design effort for this leading life insurance brand based out of Gurgaon - right from establishing the brand tonality to arriving at a visual look and feel in sync with the brand drivers.

Collaborating with the UX lead and ensuring that the interactions and design are complimenting each other, while the brand essence is maintained through the interaction behavior, including tone of content, call outs, iconography etc.





Tension bhagao, team ko jitao!
 Watch a match with Shaheeda. Win free KKR Merchandise, Nokia Accessories, Toss ka Boss & Match Tickets. Over 15,000 prizes!
[Play now >](#)

GAME CHANGER
JACQUES KALLIS
 Lorem Ipsum, Lorem Ipsum
 Lorem Ipsum, Lorem Ipsum

GEAR UP
 THE KKR STORE IS NOW ONLINE.

KNIGHT VIDEOS

IPL STANDINGS

TEAM	M	W	L	T	NR	PP*
Mumbai Indians	6	5	1	0	0	10
Rajasthan Royals	7	3	3	0	1	7
Kolkata Knight Riders	4	3	1	0	0	6
Kings XI Punjab	5	3	2	0	0	6
Kochi Tuskers Kerala	6	3	3	0	0	6
Royal Challengers Bangalore	6	2	3	0	1	5
Pune Warriors	4	2	2	0	0	4
Odisha Super Kings	5	2	3	0	0	4
Deccan Chargers	5	2	3	0	0	4
Delhi Daredevils	6	2	3	0	0	4

KNIGHTS ON THE GO!
 Now follow the knights from team to team from your smartphone!

KKR NEWS
 22/04/2011: The KKR team will be playing a practice match at the Eden Gardens
 07/03/2011: Gambhir to lead KKR
 14/02/2011: KKRiders Welcome a New Generation of Knights from West Bengal
 14/02/2011: KKRiders Welcome a New Generation of Knights from West Bengal

MATCH TICKETS
APRIL 30, 8PM IST
 Kolkata Knight Riders vs Kings XI Punjab
[Buy tickets >](#)

KNIGHTS PAVILION

PRINCIPAL SPONSORS

BRETT LEE
KNIGHT 3

IPL 4 Stats | 228 Stats
 Matches played: 0
 Wickets taken: 0
 Hat tricks: 0
 Runs scored: 0
 Man of the match: 0
KNIGHT METER
 Current IPL performance rating: 0

LIVE & LOUD
 TICKETS FOR EDEN GARDEN MATCHES

IPL 2011 TICKETS
 Start choosing the new IPL 2011 team for Eden Gardens. Buy tickets for home matches to be played in Kolkata online and turn up the volume and the support! Do it now and don't miss out on the best seats!

Length	Category	Category	Price per Game	Season Price	Package Price*
11	11	Kolkata Knight Riders vs Deccan Chargers (8:00 pm IST)			
17	17	Kolkata Knight Riders vs Rajasthan Royals			
20	20	Kolkata Knight Riders vs Kings XI Punjab			
22	22	Kolkata Knight Riders vs CSK			

THE IPL 2011 SCHEDULE
 THE KNIGHTS ARE AT WAR

THE KNIGHT'S PAVILION
 Welcome to the Pavilion where each Knight Rider has to be treated as royalty. Exclusive hospitality of our Pavilion, Get in Silver Season, and get access that you'll have the experience of a lifetime. So back to the workplace, spectators and don't forget to cheer for the Kolkata Knight Riders!
FAN BUZZ

Length	Category	Category	Price per Game	Season Price	Package Price*
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22	22	Kolkata Knight Riders vs CSK			

Tension bhagao, team ko jitao!
 Cheer KKR this IPL season by taking the tension off their backs. The ground's all set, are you game?
[Play now >](#)

Watch a match with Shruvukh, Win Free KKR Merchandise, Nokia Accessories, Toss Ka Boss & Match Tickets. Over 15,000 prizes!

GAME CHANGER
JACQUES KALLIS
 Lorem Ipsum, Lorem Ipsum

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TEAM	MI	CS	RR	MI	RR	MI
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Ranchoh Royals	7	2	3	0	1	7
Kolkata Knight Riders	4	3	2	0	4	4
Kings XI Punjab	5	3	2	0	0	0
Kochi Tuskers Kerala	6	3	3	0	0	6
Royal Challengers Bangalore	6	2	3	0	1	5
Pune Warriors	4	2	2	0	0	4
Chennai Super Kings	5	2	3	0	0	4
Deccan Chargers	6	2	3	0	0	4
Delhi Daredevils	6	2	3	0	0	4

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[More news >](#)

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[Buy tickets >](#)

KNIGHTS PAVILION
 Now follow the knights from team to team from your smartphone now!

PRINCIPAL SPONSORS

BRETT LEE
 KNIGHT 3

STATS
 Matches played: 0
 Wickets taken: 0
 Hat tricks: 0
 Runs scored: 0
 Man of the match: 0

PLAYER PROFILE
 DOB: December 1, 1976 | Role: Right hand bat, right arm fast | Place of birth: Westbury, New South Wales | Team: Australia, Kings XI Punjab, Kolkata Knight Riders

FAN BUZZ
 Tough luck last season guys, now let us pick up our batmen and focus on winning the IPL, Season 4.
 Tough luck last season guys, now let us pick up our batmen and focus on winning the IPL, Season 4.
 Tough luck last season guys, now let us pick up our batmen and focus on winning the IPL, Season 4.

POST A COMMENT

MERCHANDISE

 For those tough nights, look no further. Get official KKR merchandise, including t-shirts and accessories here.
[Get merchandise >](#)

Latest comments
 rick bangalore rock...
 You ROCK...
 Need not and gold...
 This is a good team they have...
 The gate should definitely...
 really sorry...

PRINCIPAL SPONSORS

THE IPL 2011 SCHEDULE
 THE KNIGHTS ARE AT WAR!

THE KNIGHT'S PAVILION
 Welcome to the Pavilion where each Knight fighter has to stand as proudly. Enjoy the hospitality of our Platinum, Gold or Silver Lounges, and rest assured that you'll have the experience of a lifetime. So back, relax, enjoy your special offer and don't forget to cheer for the Kolkata Knight Riders!

FAN BUZZ
 Get fanservice as you'll be featured prominently on the KKR Facebook fan page...
 Get fanservice as you'll be featured prominently on the KKR Facebook fan page...

THE PLATINUM LOUNGE
 A premium lounge. Best view in the stadium. Free star hospitality. And a 30% discount on the menu.

- Get fanservice as you'll be featured prominently on the KKR Facebook fan page
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- Get fanservice as you'll be featured prominently on the KKR Facebook fan page

THE GOLD LOUNGE
 Here is your chance to enjoy the finest Gold Lounges. Full house experience. That in your own backseat.

- Get fanservice as you'll be featured prominently on the KKR Facebook fan page
- Get fanservice as you'll be featured prominently on the KKR Facebook fan page

THE SILVER LOUNGE
 The best. The excitement. The madness. Experience it all in full intensity, in the lap of exclusive royal Silver Lounges.

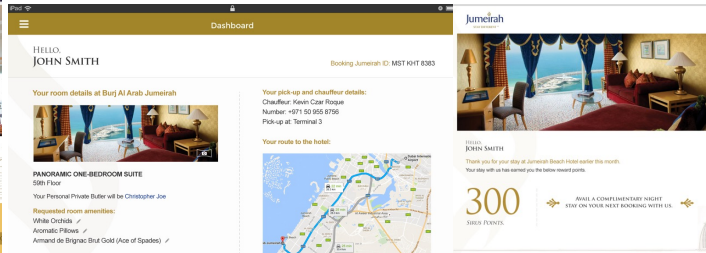
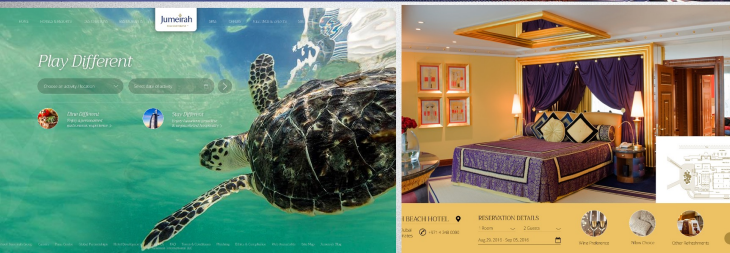
- Get fanservice as you'll be featured prominently on the KKR Facebook fan page
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PRINCIPAL SPONSORS

P R O J E C T S H O W C A S E

DIGITAL TRANSFORMATION

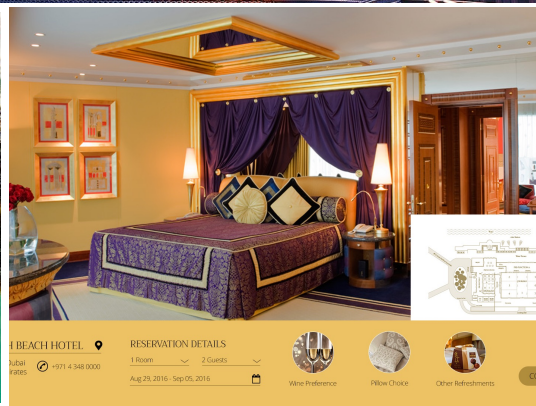
JUMEIRAH

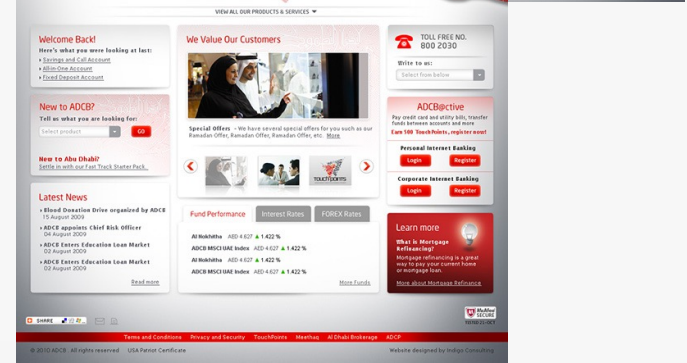
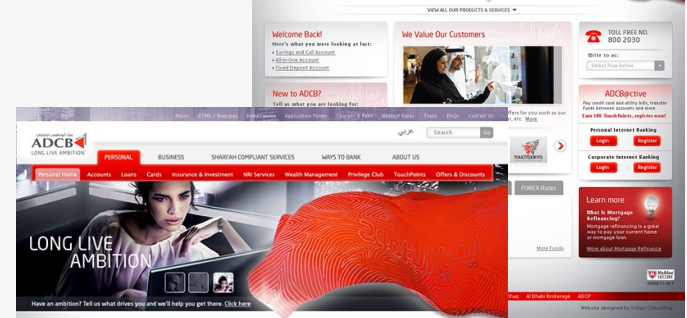
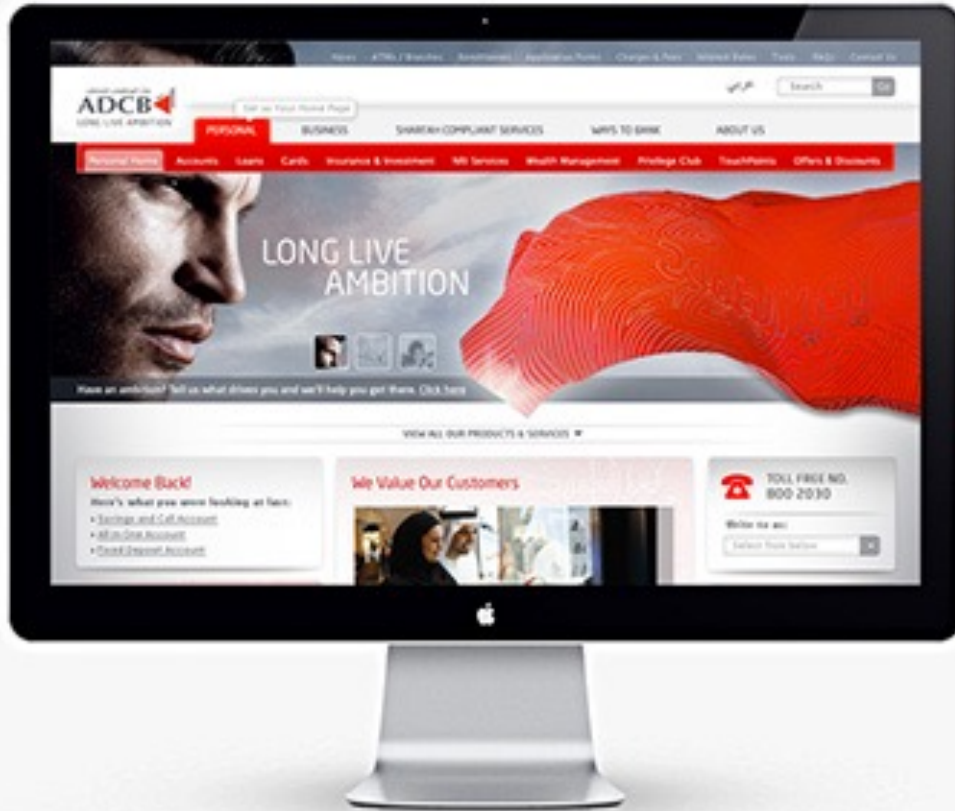


BRAND STRATEGIST AND UX / DESIGN LEAD FOR JUMEIRAH DIGITAL TRANSFORMATION: Led the creative design and strategy work for the Jumeirah POC which was successfully won by CDB. Worked with the leadership team and other key stakeholders to conceptualize and fashion the creative approach for the pitch deck.

Strategically evolved the brand's 'Stay Different' tagline into a campaign series, extending into 'Dine Different' & 'Play Different'. Helped craft the entire user journey from booking to experiencing the stay end to end.







Growing on strong

Leading in Unsafe Condition Elimination Program. Our diverse workforce is an extraordinary woman employee.

Sustainability is a way of life

Konkola gears up

Konkolan operations are comprised of four mines, one at Konkola, two at Nchanga and at Bepipitwe, a tailings leach plant at M'Chingwa and a smelter at Nkana.

Financial Highlights '12

Revenue of US\$4 billion, up 23%
EBITDA of US\$4.0 billion, up 19%
EBITDA margin excluding custom smelting of 41%

Underlying EPS of US\$1.42, down 41% due to lower attributable profit from subsidiaries
Total dividend for the year of 55 US cents per share, up 5%

Share price

Last Close 1363.00
Mid Price 1368.00
Day's Change (0) 1.00
Day's Change (%) 0.09
5 minute delayed share price from London Stock Exchange

Investor Information
→ Factsheet

2,357 likes 600 Followers 216,160 video views 300 Followers 24,919 Images 300 Followers

KNOW US	GROUP COMPANIES	OUR OPERATIONS	SUSTAINABLE DEVELOPMENT	INVESTOR RELATIONS	GROW WITH US
At a glance Mission and Values Management Governance Sustainability Careers with us	At a glance Mission and Values Management Governance Sustainability Careers with us	At a glance Mission and Values Management Governance Sustainability	At a glance Mission and Values Management Governance Sustainability	At a glance Mission and Values Management Governance Sustainability Careers with us	At a glance Mission and Values Management Governance Sustainability Careers with us

Know Us

Every company is what it's employees make of it and at Vedanta, lorem ipsum, lorem ipsum lorem ipsum, lorem ipsum lorem ipsum, lorem ipsum lorem ipsum, lorem ipsumlorem ipsum, lorem ipsumlorem ipsum, lorem ipsum lorem ipsum, lorem ipsum

Our story

We are a globally diversified natural resources group committed to sustainable development, supporting local consumers and contributing to the economies of the areas where we operate.

Our assets and operations are located in the high growth markets of India, Zambia, Namibia, South Africa, Liberia, Ireland and Australia. We are primarily engaged in copper, zinc, silver, aluminium, iron ore and power business.

→ Read more

Management Team

Vedanta's management structure is designed to bring the skills and experience of our executives to bear in the most efficient way possible, facilitating decision-making across all the business units.

→ Read more

Our Journey

Hop aboard our time capsule and witness the making of a company that shaped the future of diversified natural resources development in India

→ Read more

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Our Social media presence

We believe that social media plays a critical role in propagating knowledge and that we have a responsibility to engage thoughtfully in the same. The various social media channels that we use to engage with our audience are given below.

Facebook

Creating happiness

vedanta

You and 54,393 others like Vedanta.

Visit our official Facebook page →

Twitter

Follow us for updates from the press, PR and CSR teams.

about 11 minutes ago
@MishraVed will let him know that he needs to update his - thanks for letting us know!

about 12 minutes ago
@MishraVed has 5 out of the office meeting PR ambassadors today, but he'll be back tomorrow.

Follow@vedantamedia →

Youtube

Visit the official YouTube channel of the Vedanta Group.

View all our videos on YouTube →

LinkedIn

Visit the official pages of our group companies on LinkedIn.

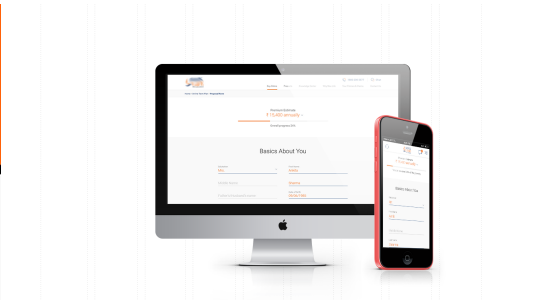
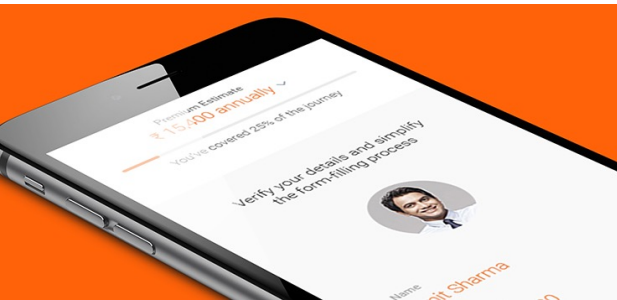
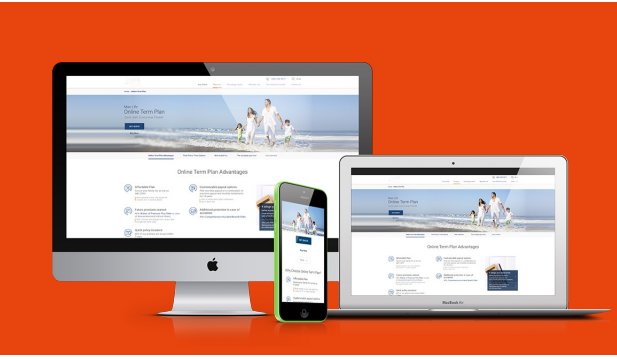
- Sesa Goa Limited →
- Sterite Industries →
- Cairn India →

Vedanta Aluminium Limited →

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MAXLIFE DIGITAL TRANSFORMATION



CREATIVE DIRECTOR IN CHARGE OF DESIGN STRATEGY, BRANDING, UX / UI DESIGN: Charted the creative strategy for the MaxLife Insurance Digital Transformation project - coordinated the design effort, managing design teams across locations, ensuring that the client was presented with the best design strategy. Led the complete design effort for this leading life insurance brand based out of Gurgaon, India - right from establishing the brand tonality to arriving at a visual look and feel in sync with the brand drivers. Collaborating with the UX lead and ensuring that the interactions and design are complimenting each other, while the brand essence is maintained through the interaction behavior, including tone of content, call outs, iconography etc. Successfully anchored the creative effort, winning the confidence of the client and building a good rapport with the core client stakeholders.



YUM FOODS



CREATIVE DIRECTOR IN CHARGE OF DESIGN STRATEGY, BRANDING, UX / UI DESIGN: Played a pivotal role in devising the Creative Strategy, Brand Insight & Analysis, Conceptualization and visualization, Visual Design, Interaction Design, Art direction, Coordination and leading visual design effort for the YUM foods POC. Helped craft the design and interaction strategy. Worked with the UX team to craft a superior user experience for users. Integrated a much-required brand perspective into the designs. Presented the final creative deck to the clients with the strategy and designs being well appreciated.

YUM FOODS WEBSITE TRANSFORMATION

CREATIVE STRATEGIST & DIRECTOR – UI DESIGN

ROLE SUMMARY

Played a pivotal role in crafting the design and interaction strategy. Worked with the UX team to craft a superior user experience for users. Integrated a much required brand perspective into the design s.

KEY RESPONSIBILITIES

Creative Strategy, Brand Insight & Analysis, Conceptualization and visualization, Visual Design, Interaction Design, Art direction, Coordination and leading visual design effort.





P R O J E C T S H O W C A S E

CSR

COGNIZANT FOUNDATION



CREATIVE DIRECTOR IN CHARGE OF DESIGN STRATEGY, BRANDING, UX / UI DESIGN: Led the creative design and strategy work for the CF corporate website, annual report and the 10-year commemorative collaterals. Re-designed the CF website to a fully responsive, dynamic version with classified project database, aesthetic tile display, to highlight recent projects using actual project imagery. The design also communicates upfront the core areas supported by the foundation. In addition, the website also displays announcements about completed projects, special events and leadership videos, effective search and quick calls to action.





COGNIZANT FOUNDATION

CREATIVE STRATEGIST & DIRECTOR – UI
DESIGN

ROLE SUMMARY

Led the creative design and strategy work for the website, annual report and the 10 year commemorative collaterals.

KEY RESPONSIBILITIES

Re-designed the CF website to a fully responsive, dynamic version with classified project database, aesthetic tile display, to highlight recent projects using actual project imagery.

The design also communicates upfront the core areas supported by the foundation.

In addition, the website also displays announcements about completed projects, special events and leadership videos, effective search and quick calls to action.

www.cognizantfoundation.org

The far-reaching effects of

EDUCATION

are like ripples that last for generations.

This radiating power of education makes it one of the primary focus areas for Cognizant Foundation in its CSR efforts through the past ten years.



Improving the quality of

HEALTHCARE

to add life to years.

Over the last decade, Cognizant Foundation has focused on helping the poor and needy access good quality healthcare, by promoting support to deserving institutions.



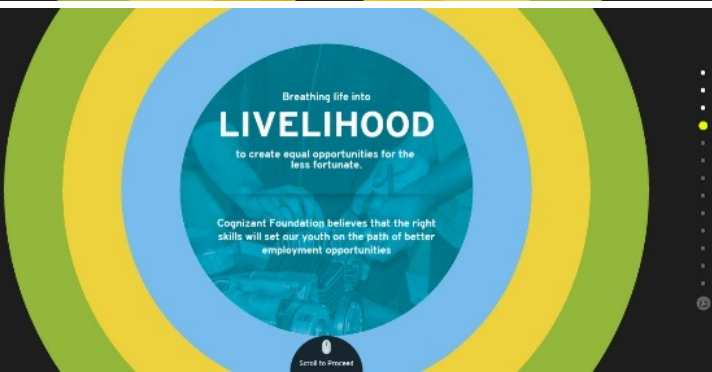
Breathing life into

LIVELIHOOD

to create equal opportunities for the less fortunate.

Cognizant Foundation believes that the right skills will set our youth on the path of better employment opportunities





10 YEAR COMMEMORATIVE WEBSITE & BOOK - COGNIZANT FOUNDATION

CREATIVE STRATEGIST & DIRECTOR – UI DESIGN

ROLE SUMMARY

Led the creative design and strategy work for the 10 year commemorative microsite 'Creating impact from the inside out' and print collaterals.

KEY RESPONSIBILITIES

As 2014-15 marked the 10 year milestone for Cognizant Foundation, this year, an online commemoration was created that would not just communicate the achievements and milestones of the foundation effectively but also leave behind a lasting impact.

Using a visual metaphor of ripples, the website interactively captures the journey of the Cognizant Foundation over the past decade, showcasing some of it's noteworthy projects and the ever widening effects that it's work has had over the beneficiaries, the volunteers as well as the visionaries.

http://cf_10comm

The online metaphor theme was well received and continued into print format, in the form of a commemorative book that was released at the CF 10th anniversary event.



Cognizant Foundation's core focus include supporting **education** initiatives, providing **healthcare** opportunities and enhancing **livelihood** options for the under-privileged sections of the society.

Education Healthcare Livelihood



Education

Unlocking the key to development



View the stories

The major issues affecting each strata of education in India are quality and relevance. Adequate infrastructure facilities, relevant curriculum and pedagogy, quality teachers and financial aid for students are some of the pressing needs of India's education sector.

Performance Highlights

Throughout 2014-15, our endeavour was to empower underprivileged communities and individuals in vital sectors. Our performance highlights showcase the numbers behind the success, for the year.

Operational Highlights

Financial Highlights

Project Highlights

Project Analysis

Project Analysis
Since Inception

Total Project Expenditure:
Since Inception





Going forward to give back

2014 - 2015: At a Glance

P R O J E C T S H O W C A S E

MISC

Thank You