

Sandeep Mathew Varghese

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EXPERIENCE

SBL, Kochi — Manager, Projects & Key Accounts

SEPTEMBER 2013 - NOVEMBER 2015

Leading strategic digital experience design for Clients across web, mobile, digital television, data visualization, and social media platforms.

Developing, mentoring and identifying new discipline expertise for the digital experience design team of SBL. Defining experience opportunities across both corporate and strategic partnership deals for SBL.

SERVICE / PROJECT DELIVERY

Manage the end-to-end delivery of projects and assign priorities to ensure Service levels and other contractual requirements are met. Develop delivery plan and resource assignment of the projects and take necessary actions to achieve maximum effectiveness of resources.

CUSTOMER RELATIONS

Maintain strong relationship with Clients and ensure customer satisfaction on all delivery aspects - Quality, Timeline and Support.

NEW MARKET DOMINANCE

Build a core team of in-house resources who can respond to the new clients and projects. Dominate new clients by cost effective quality delivery on time. Build transparency on the project status and make it available to the clients.

TEAM & VENDOR MANAGEMENT

Develop team productivity and size to take-up more initiatives to meet the delivery targets. Build a network of reliable Vendors to meet the delivery targets. Ensure vendor delivery is as per the agreed SLAs on all aspects - Quality, Timeline and Support.

BENEFIT REALISATION

Assist management on the strategic visions and strive for continuous improvement. Provide all relevant information to management about operational results for Weekly/Monthly/Quarterly business reviews. Overall responsibility for tracking Benefit realization for each project according to plan. Take actions to track benefit realization of each project

SKILLS

Excellent graphic design skills

Knowledge of office practices, procedures and documentation requirements.

Profound ability to work in a multi-project, team environment

Strong ability to communicate effectively, both orally and in writing, with all levels of management, other employees, vendors and the general public

Extensive Ad agency experience

Well in preparing cost estimates

Uncommon ability to establish and maintain effective working relationships with all levels of staff, community leaders, government representatives, customers, and co-workers

Deep ability to translate the vision of an organization to design applications.

Good in Sketching and Conceptualization

Good in Macintosh and Windows Operations

Exceptional ability to operate a motor vehicle

according to the plan.

PROCESS IMPROVEMENTS

Ensure all delivery process is standardized and have performance monitoring and continuous improvements actions are in place. Perform assessments of ongoing operational activity and ensure the right decisions are taken to drive improvements. Ensure process compliance framework is established. Develop and maintain Service level agreement and KPI target. Provide creative and graphic leadership in all media. Supervise and direct outside suppliers of Videos, designs, photography and illustrations on a given project to assure budgets are met and all possible savings are achieved. Direct efforts of consultants on projects as assigned to assure most cost-effective use of time/resources.

- * Conduct research, data compilation and analysis, and apply findings to projects.
- * Personally create creatives when necessary and cost-effective.
- * Independently approve proofs and supervise press runs when necessary.
- * Participate in presentations and marketing activities.
- * Maintain reference material on projects.
- * Enforce adherence to design standards at all times.
- * Remain abreast of contemporary design and creative direction techniques and technology.
- * Supervise requisition of graphic production material and supplies.

Lens Interactive, Bangalore—Digital Creative Director

DECEMBER 2010 - AUGUST 2013

Leading design direction and co-collaborated on strategic direction for Lens's global presence across web, mobile, digital television, data visualization, and social media platforms. Managing creative staff across all bureaus. Building, mentoring, and diversifying creative teams across web, print, branding, illustration, multimedia, video and mobile disciplines. Collaborating with and providing creative vision for new product concepts, connected device initiatives, competitive site analysis, expert site reviews, project strategy, and PR and marketing initiatives worldwide.

Eblitz INC, Bangalore— Sr Visualizer

APRIL 2008 - NOVEMBER 2010

Creative lead in research, vision, and design for implementation. Branding and identity design, web design and user experience, flash animation, digital illustration, and print design for brands nationwide. Creative direction and implementation of promotional materials, email campaigns, direct marketing campaigns, television commercials and pitch concepts for clients

IT SKILLS

UI, UX, HTML5, CSS3, Wordpress, Bootstrap, SEO, JQuery

SOFTWARE SKILLS

Sketch, Adobe XD, Balsamiq Mockup, Adobe Graphic Suite

LANGUAGES

English, Malayalam, Hindi, Tamil, Kannada.

Waterbay Productions, Bangalore— Visualizer

NOVEMBER 2006 - FEBRUARY 2008

Interactive designer and lead creative. Creating identities (logo/branding design), interactive web site design, and Flash animation. Collaborative work, company research, client meetings, and creative presentations for clients.

Image Infotainment, Bangalore— Sr Designer & Trainer

JUNE 2005 - OCTOBER 2006

Freelance Designer, Bangalore

FEBRUARY 2004 - JUNE 2006

EDUCATION

UI & UX Design Research Specialization, University of Minnesota, USA

Concepts and techniques covered include structured approaches to help understanding user base and their needs (e.g. contextual inquiry and design psychology), widely-employed prototyping and design methods (e.g. low-fidelity and paper prototyping), and robust techniques to help evaluate design choices (e.g. heuristic evaluation and user studies).

Certificate in UX Design, Georgia Institute of Technology, USA

Covered how to design artifacts that allow the users to meet their needs in the most effective efficient and satisfying manner. Introduces the novice to a cycle of discovery and evaluation and a set of techniques that meet the user's needs.

Certification in Project Management, awarded by PMI from University of Minnesota, USA

Project Execution, Monitoring and Control, Project Initiation, Project Leadership, Project Planning, Risk Management

Certificate in Multimedia, Arena, Bangalore

Btech, Mechanical, Pondicherry University

DECLARATIONS

I hereby declare that all the information furnished above is true to the best of my knowledge and belief.

S. Mathew

Sandeep Mathew Varghese

10-02-2018