Nandini Kabadi Srikanth

Creative Lead Designer

11+ years of experience | **30+** Global Clients | **100+** Creative Projects | **14+** Successful Campaigns

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Technical Skills

Software Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign and Adobe Animate)
- Figma
- Canva
- AfterEffects
- PremierPro
- Microsoft Office Suite (Powerpoint, Word, Excel)
- Wix Platform

Design Skills

- Branding
- Typography
- Layout Design
- UI Design
- Print Design
- Visual Communication
- Digital Marketing Design
- Creative/Art Direction
- Graphic Design
- Presentation Design
- Google Slides
- Social Media Design

Soft Skills

- Team Collaboration
- Leadership
- Project Management
- Problem Solving
- Time Management
- Attention to Detail
- Design Thinking
- Client Communication

Education

University for the Creative Arts (UCA) – MA Visual Communication – Canterbury UK
September 2024 – 2025 (Distinction)

Karnataka Chitrakala Parishad – Bachelor of Visual Arts – Bangalore India
June 2005 – May 2009

Professional Summary

I am a Creative Lead Designer with **11+ years** of experience delivering impactful design solutions across **B2B and B2C** sectors. I specialise in **branding, UI design, print media,** and **visual storytelling,** with strong proficiency in **Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate), Figma, Canva,** and **Microsoft Office.** I have experience in **art direction, project management,** and leading creative teams, and I excel at translating complex business objectives into visually compelling, on-brand design solutions. I bring strong **attention to detail,** clear communication, a collaborative mindset, and a passion for design trends, user experience, and continuous creative growth.

Work History

Think Studio – Graphic Designer
September 2025 – Present (United Kingdom)

- Translated **creative briefs,** into visually compelling design solutions, and producing successful campaign outputs that are aligned with **client objectives** and **brand requirements.**
- Contributed **strategic design thinking** and creative insights to strengthen campaign concepts, enhancing storytelling across **digital and print platforms.**
- Ensured **visual consistency** with **attention to detail** across layout and typography in fast-paced environments.

Position² – Creative Lead Designer
June 2014 – March 2024

- Led the design and execution of visually engaging **digital marketing campaigns** for a US-based agency, ensuring impactful brand storytelling and audience engagement.
- Collaborated with **cross-functional teams,** including marketing, content, and development, to create designs that resonated with target audiences and exceeded expectations.
- Developed **strategic visual concepts** and messaging for B2B and B2C clients, delivering high-quality designs while adhering to strict brand guidelines and design requirements.
- Led a **team of four designers,** offering mentorship and guidance while ensuring creative excellence through strong leadership, **project management,** and client communication.
- Oversaw the **end-to-end design process,** ensuring projects were delivered on time, within budget, and aligned with business objectives.

Indegene Lifesystem – Graphic Designer
July 2010 – March 2014

- Designed a variety of design collaterals including **brochures, presentations,** and **e-learning modules** for the healthcare industry, ensuring high-quality visual communication.
- Collaborated with the marketing team to develop and implement **branding** and **marketing campaigns,** maintaining consistent brand messaging and visual identity.