

RESUME

Yogesh Kannan

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More than 14 years of experience in visual communication, from Graphic designer to Creative director & Creative strategist, were also introduced brands, products, services from scratch & promoted with Indian & international clients.

Absolutely! I am a millennial, a generation that evolved from paper to digital communication and is now moving toward Ai.

Academic

M.B.A – General & Marketing

Madurai kamaraj university, Madurai. (2014)

M.A – Advertising & Public Relations

Madurai kamaraj university, Madurai. (2016)

B.Sc – Science

Madurai kamaraj university, Madurai. (2003)

Higher Secondary

Kshatriya Vidhya Sala Hr. Sec School, Viruthunagar.

Work Experience

Impart Design & Printing Press, (Aug 2004 – Nov 2007)

Chennai, Tamil Nadu

• Graphic designer

- Prepress and Postpress management
- Responsible for design associated logos, collateral, trade show displays, print ads & packaging designs
- Promotional material and trade show displays for "Health & Beauty Expo – Trade center" conducted by SMART EXPO
- "SaFeZ" iron syrup packaging designed for PRIZM
- "Franch Oil" Post production and Corporate branding for "Bafna"
- "MISTAKE" (Emergency contraceptive pills) Brand promotion for INTRA LABS

...and more

W P C Advertising Agency, (Dec 2007 – Mar 2012)
Chennai, Tamil Nadu

—————• **Senior Graphic designer** —————• **Visualiser** —————• **Senior visualiser**

- DLF IPL 2011 Trophy design "CITIBANK RISING STAR OF THE LEAGUE"
- "Moment of Success. Powered by Citi." DLF IPL 2011 campaign for Citibank
- "Your Second visiting card" direct mailer (Swipe the card for reward) for CITIBANK ULTIMA CREDIT CARD sort listed in GOAFEST 2009
- "Citibank. It's everywhere you look." The "Perceptual Scale" campaign was launched to make Citibank's presence feel larger across major touch points of the affluent domain : Campaign Location: Mumbai, Gurgaon, Delhi (<https://wpcindia.blogspot.com/>)
- Colgate Active Salt: "Colgate's program" with brand ambassador Lara Dutta
- Creative pitch for "Kohinoor " retail pack rebranding
- Worked from scratch & promoted "CARDIA" Olive oil for Kaleesuwari Pvt. Ltd.,
- "Gold Winner" Sunflower oil for Kaleesuwari Pvt. Ltd., year of 2013
- Dheepam lamp oil product promotion across Tamil Nadu
- Thangamayil jewellery promotions

Prism Create (HQ, UK) (Ant House Advertising Agency) (Jan 2013 – Mar 2020 'Covid lock-down')
Chennai, Tamil Nadu

—————• **Art Director** —————• **Art Director & Advertising strategist**

- ORACLE – The Road to Modernization & Cloud Applications Campaigns
- Worldpay – Take your payments to new heights, ReThinking, The Global Payments Report, Why Do They Pay That Way?, Power your payments & more Campaigns
- Cisco – Product & service promotions for Cisco Spark, Cisco Meraki, Cisco Hyperflex, Cisco Catalyst & Cisco Netacad
- Salesforce – Dreamforce event collaterals
- Jabra – Headphones, Speakerphones, Collaboration solutions product & events
- TrendMicro – What's your X, Cloud Security & Endpoint Cybersecurity
- zyxel – Nebula Cloud, Switch & Wireless product Campaigns
- Amadeus – Frictionless Travel Journey

...and endlessly more

Zaprify Technologies (OCT 2020 – Till to date)
Chennai, Tamil Nadu

—————• **Creative Head | Brand strategist | Graphic design specialist**

- Worked from scratch, brand promotion & positioning for Budanta Networks (ISP) & Marina Fibers (UG ISP)
- Product promotion Campaigns for Sippra Cosmetics, IMCOPS, Lyra Hygienic products, KIBS garments
- Cheers Network – Brand Launch & promotion
- Callington- WHO & EU approved Covid'19 disinfectant & more products promotion, Campaigns & events around the world
- LIC HFL events promotion, Tamil nadu tourism Campaigns

...and still continue

Software application & skills



Illustrator



InDesign



Photoshop

Brand design and Re-branding
Logo & Identity Design
Product Packaging designing
Brochures & Pamphlets
Marketing & Sales collateral
Print Ads & Digital Ads

Web banner design
Social Media design
Infographics & Newsletters
Event materials design
Data sheet & White paper
eCommerce A+ Design



InDesign



PowerPoint



Prezi



eBooks
Interactive presentation
Pagination work
PowerPoint presentation
Online presentation



Illustrator



Photoshop



XD



Figma



Miro

UI Design
UX Design & Prototyping
Software prototype
Website UI & UX designs
Mobile App UI & UX designs
Dashboard prototype



Premiere Pro



After Effects



Express

Video editing (intermediate level)
Video animation (intermediate level)
Social media Ads & Video
eCommerce & product Video
Corporate Video



Social media Strategy
Digital media & Online campaign
Objective-oriented digital strategy
Advertising campaign & Strategy
Brand positioning & eCommerce
E mail, SMS & Whats App campaign
IoT Marketing

Clients & Brands

Fast learner & good listener.

Worked with Domestic, India, EMEA & International clients. Almost covered every aspects of industry, except cinema.

Well CMYK colour knowledge base also easily adaptive with new digital technology.

[Read more...](#)

Clients & Brands

Corporate, Fintech & IT



amadeus

Jabra GN

worldpay
from FIS

ZYXEL
NETWORKS

ORACLE



SITECORE

TREND
MICRO

Trustly



STACK
Roo

Callington

VERTIV
PLATINUM
PARTNER
INFRA SERVICES

TechData

Clients & Brands

Banking, Finance & ISP

citibank

Citigold®

BUDANTA
FASTER WORLD. FASTER INTERNET.

Marina
FIBERS
GATEWAY TO DIGITAL OCEAN

SelWorks
Trading Co. LLC
سليم وركس للتجارة شركة الشخص الواحد

Clients & Brands

FMCG, Retail & Ecommerce



KALEESUWARI
REFINERY PRIVATE LIMITED

Gold Winner
DHEEPAM
LAMP OIL

Monesco



rukmini
FARM FRESH PRODUCTS

Lyra
CLEANING STAR

SIPPRA™

VIP
Natural
HAIR COLOUR
SHAMPOO



KIBS
LUNGIES • VESTS
BRIEFS • KERCHIEFS

CHS
Corporeal™
Health
Solutions

N2H
Nutrition 2 Health

THANGAMAYIL
Gold • Silver • Diamond • Platinum
Thangam vaanga Thangamayilukku vaanga

June
FARMS

Cookie Man
Fresh Baked Australian Cookies

fresh
clean
by Callington

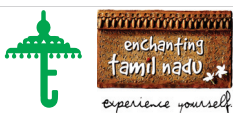
ProClean
by Callington

Cheers
MARKET
Happy to be your neighbour!

S.A.F.E.
INFRA TECH

Clients & Brands

Hospitality, Entertainment & others



CHEERS
NETWORK

southern
sambar
PURE VEG RESTAURANT

Flying
Fellows
STUNTS & RIGGING

LIC HFL
LIC HOUSING FINANCE LTD
Building homes. Nurturing relationships.

Find more...

Yes! Everything is real, not a spoof Mock-up.

Click below URL link to view My works as PDF.

<https://yogeshkannan.com/workspdf/>

Click below URL link to view My works as WEB.

<https://yogeshkannan.com/works/>

Let's work together!

Yogesh Kannan

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Call Now!