



Choose a job you love and you'll never
have to work another day

-

Confucius



Hello

I'm Syed Azaruddhin Hussainy,
known affectionately as Azar or AZ
by friends and colleagues.

I'm fortunate to be among those who've
turned their passion into a profession as an
Experience Designer





Objective

I'm fueled by a constant hunger for inspiration and driven by the thrill of overcoming challenges through creativity. I thrive in collaborative environments where passion meets purpose and I'm eager to work alongside individuals who share the same fervor for innovation and excellence.



Academic Profile

M. Sc. Visual Communication
Loyola College, Chennai

B. Sc. Visual Communication
The New College, Chennai





Design

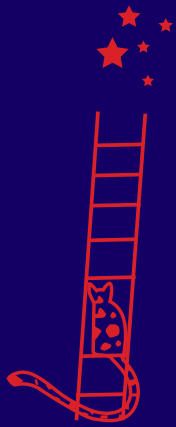
Rapid Prototyping and Wireframing, Visual Design, Design System, Interaction Design, Data Visualization, Usability Testing, Heuristic Evaluation, Branding, Data-Driven Design

Research

User Interview, Competitive Analysis, User Discovery, Contextual Inquiry, User Journey Mapping, Flowcharting, Information Architecture, Project Management

Tools

Figma, Sketch, InVision, Adobe Creative Suite (Xd, Photoshop, Illustrator, InDesign), Miro, Visual Studio Code, Jira, HTML, CSS, Webflow



Experience



2022
June - Present

Chief Manager - Design & Experience
Novac Technology Solutions

Best Place for Digital Transformation

- Managed a team of 3 Senior Manager and 15 Jr. UI/UX designers, fostering alignment between digital experiences and business objectives.
- Lead the creation of wireframes, prototypes, an extensive design system and user flows—all of which were essential for confirming design principles and guaranteeing consistency.
- Closely coordinated with the engineering, marketing and product management departments to guarantee the prompt delivery of design solutions that suited organisational objectives.
- Conducted design reviews, providing constructive feedback to maintain design consistency and elevate quality standards across the team.
- Mentored and coached junior designers, resulting in significant enhancements in design skills and team performance, achieving a 30% improvement.

Key Achievements:

- Recognized with the 'Game Changer Award' for Q2 and Employee of the Year for exceptional contributions to project outcomes.
- Managed the effective redesign and introduction of six websites in a short eight-month period, resulting in a 25% drop in bounce rates and an improvement in user experience.
- Led a proficient team in designing the Shriram One super app, contributing to its successful implementation and improved usability.



2020 - 2022
August - May

Senior Creative Lead
ADK Rage Communication Pvt. Ltd.

Best Place for Digital Marketing

- Led a 8-member team overseeing the production of diverse marketing projects and promotional materials, including social media campaigns, EDMs, video storyboards, microsites, website designs, and audiovisual needs.
- Supervised the team to ensure the timely delivery of designs aligned with client requirements and effective workload management, resulting in a 20% increase in project completion rate.
- Provided guidance and skill enhancement opportunities to team members, contributing to their professional development and the overall efficiency of the team.
- Successfully managed accounts for Citibank APAC (Singapore, Philippines, Vietnam, UAE, Hong Kong) and Sephora APAC (Thailand, Philippines, Singapore, Malaysia), as well as AUNZ clients, resulting in a 20% increase in client satisfaction scores within six months.

Key Achievements:

- Independently handled the new business account Sephora, showcasing strong individual capabilities and dedication, resulting in a 100% increase in client satisfaction scores within the first quarter.
- Received client appreciation via email within two months of taking over the team, demonstrating quick adaptation and a positive impact on client relations and project management.



2019 - 2020
January - July

Creative Controller
Mind Your Language!

Best Place for Regional Advertising

- Led and directed a dynamic 4-person team, overseeing end-to-end production of advertising and media campaigns, ensuring a consistent and impactful brand message. Additionally, managed website design and video division requirements.
- Conceptualized and designed several campaigns for Step from the Hindu Group, Colors Tamil, Ramco System, showcasing creativity and problem-solving skills.

Key Achievements:

- Cultivated robust and enduring relationships with designers, vendors and key clients, fostering an atmosphere of trust and collaboration that facilitated smoother project executions and strengthened partnerships.
- Provided supervision and direction to motion graphic designers, optimizing their performance in delivering engaging digital video content that met and exceeded client expectations.



2014 - 2019
August - January

Senior Art Director
Ogilvy & Mather

Best Place for Advertising

- Successfully managed and represented 4 major brands—SRM University, Eva Deo, The Hindu Group and AirAsia—steering comprehensive marketing strategies and creative executions.
- Managed multiple concurrent projects, demonstrating exceptional organizational skills and the ability to deliver high-quality results across various initiatives.
- Conceptualized and executed numerous impactful advertising and media campaigns, adeptly blending digital and print mediums to achieve brand objectives effectively.

Key Achievements:

- Recognized with a double promotion, advancing from Senior Visualizer to Senior Art Director, as a testament to outstanding performance and leadership capabilities.
- Solely crafted the entire branding identity for a cab service brand (UTOO), showcasing a creative vision that resonated with the brand's essence and audience.
- Supervised and directed photography for a major jewellery brand (Khazana) across 10 photoshoots over two years, contributing to the enhancement of the brand's visual storytelling and market positioning.



2012 - 2014
October - July

Senior Visualizer
Banana BrandWorks

Best place for Branding

- Developed brand identities and brand manuals, establishing a consistent brand image across all marketing materials.
- Designed graphic campaigns, brochures, magazines and exhibition stands demonstrating versatility and creative problem-solving skills.
- Created website design, ensuring a seamless user experience and effective communication of the brand message.

Key Achievements:

- Awarded 3 Maddys, 2 Pepper awards, 2 BigBang awards and 1 Abby award recognizing exceptional creativity and innovation in the field of visual identity and branding. These accolades highlight a consistent track record of excellence and industry recognition for contributions.



2012 - 2012
June - September

Creative Visualiser
OneMG

Great place for Illustration

- Conceptualized and crafted diverse marketing collateral, such as compelling flyers, brochures and impactful posters, ensuring alignment with brand guidelines and strategic messaging.
- Collaborated closely with the marketing team, leveraging a cohesive approach to ensure designs harmonized with the company's overarching brand identity and messaging strategy.

Key Achievements:

- Managed 5 branding projects within a span of 4 months, showcasing adeptness in managing multiple initiatives simultaneously while delivering high-quality design outcomes.
- Played a pivotal role in the company's rebranding initiative, contributing to the design of the newly selected logo. This participation underscores significant contribution to the company's visual transformation and brand identity evolution.



2011 - 2012
February - May

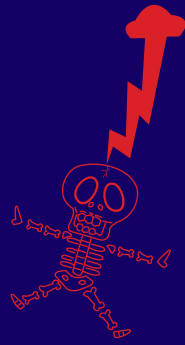
Graphic Designer
360 Degree Studio

Great place for Freshers to learn

- Crafted and executed creative visual solutions for a range of print and digital assets, encompassing brochures, flyers, website designs, and engaging social media graphics.
- Collaborated closely with clients throughout the design process, from conceptualization to final product delivery, ensuring their vision was realized and satisfaction achieved.

Key Achievements:

- Recognized as the Best Fresher Employee of the company, an accolade highlighting exceptional dedication, creativity and contribution to the organization during the initial period of employment.



Strengths



Balancing Business Needs
with Customer Delight



Talent Acquisition,
Development and Mentorship



Continuous Learning and
Growth Mindset



Problem Solving and
Decision Making

Brands I've worked with



The Hindu Group

Michelin

Hyatt Regency

Vodafone

TTK Group

Pricol Group

Park Hyatt

Butterfly

Murugappa Group

Air Asia

SNJ Group

VBJ

Ramco

Red FM

Royal Splendour

Khazana

Sephora

TTK Group

CitiBank APAC

Speed Freaks

Curtains by Rastogis

Shriram Group

Awards



2013

Bronze

Maddy Awards
(Ad Club Chennai)
for Direct Mailer

2013

Bronze

Maddy Awards
(Ad Club Chennai)
for Unpublished Category
Branding

2013

Bronze

Pepper Awards
(Cochin Ad Club)
for Direct Mailer

2014

Bronze

Maddy Awards
(Ad Club Chennai)
for Branding

2015

Silver

Pepper Awards
(Cochin Ad Club)
for Corporate Identity

2015

Silver

Pepper Awards
(Cochin Ad Club)
for Design - Logo

Personal Information



I am

SYED
AZARUDDHIN
HUSSIANY

I live

in the beautiful city called

CHENNAI

and

i'm proud to be an



INDIAN

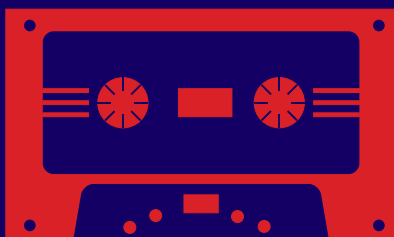
EXPERIENCE
13 YEARS +



Masters Degree in
Visual Communication
From Loyola College, Chennai



Happily
Married



I AM A
90'S
KID

Because I was born on 22nd June 1986

Things I love



Gaming



Designing



Football



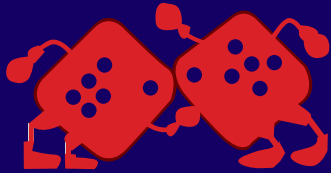
Music



Coffee



Family



Why hire me?

Design is not just my profession it's my language of expression, my sanctuary and the wellspring of my inspiration. Each project fuels my passion and propels me toward continuous learning and evolution.

I thrive on immersive challenges within dynamic and competitive environments that foster growth. I am eager to contribute my skills and insights, fostering innovation and making a meaningful impact as a creative professional.

Contact



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azaruddhin.in



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