

KURIAN CYRIAC

ART DIRECTOR

PORTFOLIO

 work.kuriancyriac.com

SUMMARY

Art Director & Visual Designer specialized in multimedia and interactive design at a global ad-tech MNC. Proven track record in managing projects for domestic and international clients. Skilled in innovative design, driving engagement, brand recognition, process automation, & generative AI.

SOFTWARE EXPOSURE

- Photoshop
- Illustrator
- Figma
- InDesign
- Celtra
- Craftsman Studio
- Premiere Pro
- AfterEffects
- MS Office Suite
- MidJourney, ChatGPT

SKILLS

Ideation, Strategy, Interaction Design, Branding, Presentations, Client Interaction, Film Making, Content Creation, Web Development, Project Management, Design Automation, Generative AI

WORK EXPERIENCE

INMOBI GROUP – INMOBI & GLANCE

Art Director • Jul 2024 – Present

Lead Designer • Jan 2023 – June 2024

Sr. Designer • Jan 2021 – Dec 2022

Designer • Jul 2018 – Dec 2020

During my tenure at InMobi & Glance, I handled a diverse range of design tasks – creating newsroom banners to building interactive ads. I developed concept mock-ups, engaged in client interactions, and implemented design automation processes. As the torchbearer for leveraging AI in the Ad Monetisation design team, I utilized generative AI to enhance our design capabilities, significantly improving efficiency and creativity.

Clients: Google Pay, Zomato, Amazon, Nestle, & many others.

Awards: 'Bond 007' Award, 'The Avant-Grande' Award, 'Real-Star' Award

SCION SOCIAL

Sr. Designer • Jul 2016 – Jul 2018

At Scion Social, I contributed to the team as a Senior Designer, focusing on social media design, multimedia creation, and ad design. My work helped enhance client engagement and brand visibility through visually compelling and innovative content.

Clients: Randstad, Naturals, Bengaluru Tech Summit & Others.

Awards: 'Behind the Scenes Performer' Award

[CAREER BREAK]

Freelance Consultant • Jan 2016 – Jul 2016

Took a break from my career to pursue entrepreneurial ventures, partnering with entrepreneurs to set up online businesses. This experience allowed me to explore innovative ideas, develop business strategies, and gain valuable insights into the entrepreneurial landscape.

RITCO

Business Associate – Marketing • May 2015 – Jan 2016

At RITCO, I focused on product marketing and sales, industrial product design, and branding – contributing to increased sales and brand recognition.

Clients: L&T, Citrus, Practo, and others

TECH ACTIVE

Social Media Manager • May 2014 – Feb 2015

At Tech Active, I managed social media content and created engaging posts to enhance client presence and interaction on various platforms.

Clients: Stealth Offshore, Verify360, Tabvey, & others.

MISCELLANY WORK

THE KURIOS BEING

Independent Artist

SIMPLE INSIGHTS

Contributing Writer

DESI ESCAPEDE

Content Creator

COLORING INDIA (INACTIVE)

Co-Founder & Organizer

MAACAZINE (INACTIVE)

Student Editor

EDUCATION

POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT

NMIMS

B.COM

CVRU

PRE UNIVERSITY

KSOU

SSLC

Carmel School

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TESTIMONIALS

"...A perfectionist by nature who has an eye for detail. He is very organized and systematic at work with a potential to deliver creatives in various multimedia formats, all while handling multiple projects simultaneously..."

Sunil C | Designer, Scion Social

"Kurian easily stands out of the crowd. He has laser-sharp focus on work and is definitely very ambitious. He juggles well between his multiple roles as a student, a creative consultant etc."

Siddarth B | Regional Manager, Aptech.

"Kurian is a frank, hardworking and ambitious professional. He has proven his interest and curiosity learning several skill sets needed for the current creative industry..."

Unni Krishnan K. | Faculty at Maryland Institute College of Art, M.D, U.S.A.

ACCOLADES

Individual Award - 'Bond 007', InMobi Emmys

Awarded for building design processes & automations for the creative team.

Team Award - 'The Avant-Garde Award', InMobi Oscar

Awarded for The Best Design Innovation at InMobi.

Story Of The Month

Awarded for my story "I am Thirteen". Awarded by Kiran Manral, Author.

PRESS & MEDIA

Art Is Where My Heart Is

Deccan Herald • Newspaper Feature

Illustrations' Feature

Creative Gaga Magazine • Magazine Feature

K7C Unleashed

The Students Mag • Magazine Feature