

KURIAN CYRIAC

ART DIRECTOR

PORTFOLIO

 work.kuriancyriac.com

SUMMARY

Art Director & Creative Strategist with experience driving brand storytelling, performance-led design systems, and scalable creative solutions across digital platforms. Skilled in building customer-focused campaigns, improving creative efficiency through automation and AI-assisted workflows, and elevating visual quality through strategic design thinking, motion-led storytelling, and cross-functional collaboration.

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

AMAZON PAY, AMAZON INDIA

Art Director • Jun 2025 – Present

- **Creative Leadership:** Led art direction across brand, product, affiliate, motion, and performance marketing initiatives for Amazon Pay.
- **Strategic Impact:** Collaborated with Marketing, Product, Sales, and Leadership teams to build scalable visual systems and customer-focused brand experiences.
- **Performance-led Design Systems:** Spearheaded the CBCC Black refresh, creating a scalable premium design system that drove a +20 bps CTR uplift across campaign creatives.
- **Creative Excellence:** Directed designers and agency partners, improving creative consistency, adaptation quality, and execution standards across campaigns.
- **AI & Automation:** Built scalable automation systems and AI-assisted workflows, improving production efficiency by ~85% across adaptation and rendering processes.
- **Visual Innovation:** Expanded Amazon Pay's visual language through motion-led storytelling, AI experimentation, and emerging-format campaign explorations.

INMOBI GROUP – INMOBI & GLANCE

Art Director • Jul 2024 – May 2025

Lead Designer • Jan 2023 – June 2024

Sr. Designer • Jan 2021 – Dec 2022

Designer • Jul 2018 – Dec 2020

SCION SOCIAL

Sr. Designer • Jul 2016 – Jul 2018

[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

TECH ACTIVE

Social Media Manager • May 2014 – Feb 2015

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

CONTACT

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TESTIMONIALS

"... Kurian was one of the star resource in my team who will take on whatever job/opportunity/task is put in front of him and make the most out of it. Never backing down, always bringing something new and different to the table..."

—Dhrubajothi S | Director of Product Marketing & GTM, InMobi

"... When you want your work to be perfect and detailed, Kurian is the right person. He always manages to find solutions and effectively execute his visions, ensuring the finished product is exactly as envisioned."

—Stefany A | Deputy Head - Brand Strategy, AnyMind Group (Jakarta, ID)

"... What always stood out was how early he embraced AI—not just as a buzzword, but as a tool for real creative impact. He was one of the first to incorporate AI into pre-sales and pitch workflows, streamlining processes and delivering smarter, faster outputs..."

—Shyam V | Creative Lead - Glance

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