

S R Mithra

Creative Director | AI-Augmented Brand & Experience Design | Design Strategy & Leadership

Current Role: Creative Director, Integrated Business Solutions, Indegene

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Summary

Creative Director with 20+ years of experience leading brand, visual, and experience design for global enterprises. I partner with business and marketing leaders to transform strategy into creative that drives measurable impact — from high-stakes proposals and large deals to AI-powered campaigns and immersive digital experiences. Currently at Indegene's Presales & Marketing – Enterprise Commercials team, I lead a team of designers and bring a rare combination of deep design craft, strategic storytelling, and hands-on AI fluency to every brief.

“Design is the cornerstone of the brand and brand experience and I truly believe that design can solve problems, change lives, and transform businesses.”

- Strategic creative leader with deep expertise across brand identity, digital experience, AI-assisted content production, marketing collateral, and executive communications — delivering cohesive creative across every channel and touchpoint.
- Proven track record of building and leading in-house creative teams; aligning design vision with executive, sales, and marketing leaders to win large deals, elevate brand recognition, and drive business growth.
- Early adopter and active practitioner of generative AI tools (ChatGPT, Claude, Adobe Firefly, Sora, ElevenLabs, Google Flow, Framer, Replit) — integrating AI into creative workflows to accelerate production, unlock new formats, and future-proof the creative function.

In my free time, I listen to music, browse, play with Rio (quaker parrot - our family stress buster), love to travel, help my wife in her business, uno card, take a drive, food and friends.

Specialized skills

- | | | |
|----------------------|-------------------|-----------------------|
| • Creative Direction | • Branding | • Marketing Design |
| • Experience Design | • Graphic Design | • Creative Leadership |
| • Product Design | • Identity Design | • Design Thinking |
| • UI/UX Design | • Advertising | • Prototyping |
| • Web/Mobile Design | • Concept Design | • Photography |
| • Design Strategy | • 360°Branding | |

Technical skills

- | | | |
|----------------------|-----------------------|----------------|
| • Adobe Photoshop | • Adobe After Effects | • Ulzard |
| • Adobe Illustrator | • Premiere Rush | • Figma Basics |
| • Adobe InDesign | • Adobe Audition | • HTML & CSS |
| • Adobe Premiere Pro | • Adobe XD | • WIX |

AI tools

- ChatGPT (OpenAI)
- Claude (Anthropic)
- Copilot
- Adobe Firefly
- Google Flow
- Sora (OpenAI)
- Loveable
- ElevenLabs
- Framer AI
- Replit

Experience

Cognizant Growth Path and Experience – 2008 Till Date

2008	2010	2012	2015	2020
Associate, Strategic Marketing, Quality Engineering and Assurance	Senior Associate, Strategic Marketing, Quality Engineering and Assurance	Manager, Business Dev., Quality Engineering and Assurance	Senior Manager, Business Dev., Quality Engineering and Assurance	Senior Manager – Creative Strategy, Global Marketing

Indegene – Creative Director, Presales & Marketing – Enterprise Commercials (Current Role)

- Key contributor to Presales & Marketing – Enterprise Commercials, specialising in crafting strategic narratives and design solutions that empower the sales team to win high-stakes proposals and critical deals — blending storytelling with design thinking to ensure every response aligns with business objectives and resonates with key decision-makers.
- Lead a team of designers, fostering a culture of creativity and continuous learning — exploring emerging technologies and AI-driven creative approaches to enhance output and elevate brand presence.
- Deliver impactful creative solutions that drive sales success — ensuring every proposal showcases innovation and positions Indegene competitively in high-value enterprise deals.

Cognizant – Senior Manager, Creative Strategy (2020–2024)

- Lead design for Quality Engineering and Assurance practice. My role comprises of a dual role involving both creative development and marketing executions by working along with executive leaders and service line leaders.
- Expert in leading end-to-end design strategies and executed for international events for Cognizant QE&A Summit, global industry conferences, sponsored events and internal events to increase brand recognition and promote thought leadership.
- Built in-house team and capabilities for design - digital creatives, marketing assets, production & promotion of videos, storyboarding, shooting and video editing.

Accomplishments

- Worked end-to-end from ideation to execution in creating a **digital customer experience lab for Cognizant Quality Engineering and Assurance.**
- Partner internally with cross-functional leaders and expand the value of design during client visit by **crafting integrated customer experience.**
- UI Design for products and **Cognizant AWS global workshop.**
- Support **design directions for RFP proposals & large deals**, Information design corporate presentations for executive leaders.

Previous experience

- Sify Technologies, Senior Lead Graphic Designer
- EduTech, Senior Graphic Designer
- Mindzen, Creative Designer
- Agriya, Media Designer
- Arena Multimedia, Faculty of Design

Education

- Indian Institute of Management, Calcutta - **Advanced Program for Marketing Professionals**
- Annamalai University - **Master of Business Administration – E Business**
- Annamalai University - **Bachelor of Science - Visual Communication, Chennai**
- Panimalar Polytechnic - **Diploma in Computer Technology**

Certification

- **Adobe Certified Professional** in Visual Design
- **AI Mastery Certificate Program**, Coursiv
- **Advanced Diploma in Multimedia**, Arena Multimedia
- Credential for **Faculty Certification**, Arena Multimedia
- **Digital Marketing Specialist**, SimpliLearn
- **Certificate in Supply Chain**, Loyola Institute of Business Administration (LIBA)
- **Fundamentals of Digital Marketing**, Google Digital Garage
- **Creative Certification** Exam, Google Digital Academy (Skillshop)
- **AI for Marketing**, Udemy
- **Design-Led Strategy: Design thinking for business strategy and entrepreneurship**, The University of Sydney (Coursera)
- **Design Accessibility**, Uxcel
- **Prompt Engineering for ChatGPT**, Great Learning
- **ChatGPT for PPT**, Great Learning

Authorship & Recognition

- **The Sky Has No Brief:** A book on creativity, perspective, and the mindset required to challenge conventional thinking and create your own direction.
Recognition
 - Sahitya Sparsh Awards – Season 4, 2026 | Certificate of Achievement | Self-Help / Creativity.
 - International Excellence Award 2026 | Certificate of Excellence | Male Writers
- **The First Sip:** An original fiction work exploring storytelling, human experiences, and creative expression.

Notable accomplishments across my career

- Winner, Tata Docomo AD - National Animation Contest – AD featured in Star Movies, Sony Pix and Neo Sports
- Winner, Short Film Competition – Cognizant
- Special Award for Event support – Sify Fungama
- Rising Star Award – Faculty of the Year, Arena Multimedia

Personal details

Name: S R Mithra

Marital Status: Married

Date of Birth: 19 August 1982

Nationality: India

Father's Name: S V Ravindran

Languages: Tamil, English, Malayalam

Sex: Male

Personal Interest: Music, Sports, Social Entrepreneurship

Declaration

I hereby declare that the above particulars of facts and information stated are true, correct, and complete to the best of my belief and knowledge. If you're a purpose-driven brand looking for your next hire to help grow your brand footprint. I'd love to hear from you at mithrasr82@gmail.com or [call +91 9962460432](tel:+919962460432)

