Karthikeyan A/L G Nagandiran

Senior Digital Designer | 6+ Years Experience | Brand Campaigns • Visual Direction • Creative Strategy

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PROFESSIONAL SUMMARY

Dynamic and results-driven Senior Creative Designer with 6+ years of experience leading high-impact brand campaigns, digital creatives, and marketing visual strategies across insurance, healthcare, e-commerce, and corporate environments. Proven ability to elevate brand identity through cohesive visual storytelling, data-driven design decisions, and consistent creative execution. Adept at collaborating with cross-functional teams to deliver campaign assets that enhance customer engagement and achieve measurable results. Successfully mentored junior designers and ensured adherence to brand standards across channels.

Notable achievement: Boosted policy purchase conversion rate by 20% through a major campaign redesign.

CORE EXPERTISE

- Creative Direction
- Campaign Concept Development
- Brand Messaging & Visual Identity
- Cross-Functional Collaboration
- Digital & Social Media Creatives

- Marketing Collateral Development
- Storytelling & Visual Strategy
- Quality Control & Brand Governance
- Stakeholder Engagement
- Project & Timeline Management

NOTABLE ACHIEVEMENTS

- **Increased policy purchase conversion** by 20% through a redesigned International Women's Day campaign for Etiqa.
- **Achieved 65% growth in Lazada University event ticket sales** by developing high-impact promotional visuals.
- **Reduced printing costs** by 25% at Big Centure Sdn Bhd through optimized design processes and improved asset preparation.

WORK EXPERIENCE

Senior Digital Designer (Contract)   Dec 2023 – Present
Etiqa Insurance & Takaful

- **Developed and executed full campaign visuals** for the International Women's Day activation, effectively aligning brand messaging and driving a 20% uplift in policy purchase conversions.
- **Led end-to-end design direction** for the Maybank TreatsPoints Campaign, creating high-impact visual concepts that strengthened campaign engagement across digital channels.
- **Served as the brand gatekeeper,** reviewing and approving all Travel and Motor creative assets to ensure consistent application of visual standards across touchpoints.
- **Collaborated** with marketing, product, and CX teams to gather requirements and deliver high-quality creatives within demanding deadlines, improving cross-team workflow efficiency.
- **Designed and optimized major promotional campaigns (11.11 & 12.12 Cashback),** ensuring cohesive multi-platform branding and contributing to higher customer engagement rates.

Senior Graphic Designer (Contract)   Apr 2021 – Nov 2023
Pantai Hospital Kuala Lumpur

- **Spearheaded the creative direction for the "Listen to Your Heart with Pantai" campaign,** producing compelling visuals that resulted in a 15% increase in customer interest.
- **Designed and executed the "Fasten Your Pink Ribbon" awareness campaign,** delivering impactful visuals that generated a 20% improvement in social media conversions.
- **Developed integrated visual assets** for multiple medical and community outreach programs, ensuring message clarity and consistent brand storytelling.
- **Streamlined creative workflows,** introducing standardized templates that reduced design turnaround time across departments.
- **Collaborated with hospital management and marketing teams** to align creative direction with campaign objectives, improving message coherence across channels.

Graphic Designer cum Business Process Analyst (Contract)   May 2019 – Apr 2021
Lazada Group

- **Enhanced overall site traffic** by 10% by producing optimized visuals and supporting the redesign of key website elements.
- **Created high-converting advertising assets for Chup Dulu (Lazada 9) campaign,** resulting in a 50% increase in conversion rates.
- **Directed visual production for Lazada University events,** delivering promotional content that achieved a 65% increase in ticket sales across social platforms.
- **Produced data-driven creatives by evaluating user behaviour patterns,** contributing to improved click-through and engagement performance.
- **Strengthened design processes** by coordinating with product and marketing teams, improving alignment between creative output and business objectives.

Graphic Designer   Jan 2017 – Feb 2019
Big Centure Sdn Bhd

- **Reduced printing costs** by 25% by optimizing artwork setup and improving coordination with printing vendors.
- **Designed and managed visuals for the Flipnopreneurs Summit Mega event,** ensuring cohesive branding across digital and physical platforms.
- **Produced full sets of marketing collaterals,** improving brand consistency across campaigns and promotional activities.
- **Improved production efficiency** by organizing design assets into reusable template systems.
- **Supported cross-department initiatives with timely creative materials,** enhancing internal and external communication impact.

EDUCATION

Creative Multimedia   2015–2016
Limkokwing University, Cyberjaya

Multimedia Design   2011–2014
IACT College, Petaling Jaya

CERTIFICATIONS & TRAINING

Industry-Specific Certifications
- Bengkal Video Pendek – FINAS (Video Editing, Adobe Premiere Pro)
- e-Karya Penataan Kamera & Teknikal – MEA College (Video Editing)

Creative / Soft Skills Certifications
- Design Innovation – Limkokwing Global University London
- Marketing Communications (IAA) – Inspiring Excellence in Communication

TECHNICAL & SOFTWARE SKILLS

- **Design Tools:** Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Canva, Adobe Creative Suite
- **General Tools:** Microsoft Office Suite.
- **AI-assisted Graphics:** Freepik

LANGUAGES

- **English –** Advanced
- **Malay –** Advanced
- **Tamil –** Intermediate

LEADERSHIP EXPERIENCE

- **Mentored and supervised a junior creative designer,** ensuring quality output and adherence to brand guidelines.
- **Led end-to-end campaign direction across multiple stakeholders,** ensuring timely delivery of all creative assets.
- **Improved internal creative workflows** by implementing structured review processes and template systems.
- **Coordinated** alignment between marketing, product, and customer experience teams to ensure unified campaign direction.
- **Elevated brand consistency** by enforcing strict design quality controls across all digital and offline materials.