

SHRIRAM HASABNIS

Creative/Art Director

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Portfolio Website

Pune, INDIA

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Professional Summary

As a creative leader with over 10 years of experience across UI/UX, branding, and visual communication, I bring a strategic vision to creative leadership that drives results. I specialize in building and mentoring high-performing creative teams spanning designers, writers, video editors, and motion specialists to craft engaging brand experiences across digital, print, film, and events. My unique blend of artistic foundation and design management enables me to partner effectively with marketing, brand, sales, and business stakeholders to deliver innovative and impactful campaigns. I infuse AI, motion, and interactivity wherever it adds value to the brand narrative.

Professional Experience (Brand Identity Design)

Creative Consultant

Self Employed - Pune
Sept. 2024 - Present

As a Creative Consultant currently I am collaborating with many brands, design agencies and product companies contributing with Identity Design and User Experience enhancements in the products.

Professional Experience (UIUX)

Practice Head - UX

TechMahindra - Pune
Dec. 2018 – Sept. 2024

Led the UX team to deliver competitive, high-impact design solutions. Contributed to business proposal strategies and served as a key client communicator.

Sr. User Experience Designer

Exadatum - Pune
June 2017 – Nov. 2018

Collaborated with Data Scientists and Analysts to design UI for data filtering tools. Created compelling designs that enhanced the company's digital presence.

Sr. UX Designer

Creospan - Pune
March 2016 – May 2017

Led the UI/UX for a student accommodation web portal for international students at ABC University. Managed the full UX lifecycle from research to execution.

Sr. UX Designer

Praxify - Pune
Aug. 2015 – March 2016

Worked on Praxify's patient app offering end-to-end solutions from doctor selection to appointment booking, lab tests, and reports. Delivered user-centric and intuitive flows.

Education

G. D. Art (Applied Art)

Kalaniketan Mahavidyalaya, Kolhapur
Passed: May 1997

Certifications

- HCI Certification – Interaction Design Foundation, Berlin
- Dynamic User Experience: Ajax Design and Usability – IDF
- UI Design Patterns for Successful Software – IDF
- UX Cell Professional Certification – UX Design & Research
- Google Professional UX Certification

My Design KRA

- Brand Identity & Style Guide Maintenance
- Concept Development
- Visual Design Execution
- Collaboration with Cross-functional Teams
- Using AI Tools in Design

Technical Expertise (Tools)

- Adobe Creative Suite, Figma, Adobe XD, Sketch, UX Pilot
- Miro, FigJam (for collaboration)
- AI tools for creative imagery like Grok, Midjourney, DALL-E, Runway etc.

Communication Language Proficiency

English - Hindi - Marathi - Sanskrit (Reading, Writing & Speaking proficiency)

Professional Experience (Design & Art)

Sr. Graphic Designer

Aptara - Pune
Jan. 2007 – Sept. 2012

Designed UI and built automation tools for e-learning courses. Helped streamline course creation for corporate training programs.

Graphic Designer

Praxis - Mumbai
April 2003 – Dec. 2006

Designed user interfaces and created interactive animated graphics for e-learning content using Flash.

Layout Artist

Crest - Mumbai
Oct. 2002 – Jan. 2003

Worked on the 2D television show Tenali Rama for Singapore television. Delivered layout design and scene compositions.

Illustrator

Learnet - Mumbai
April 2002 – Sept. 2002

Created hand-drawn illustrations for educational content. Specialized in minimalist scenes and flat-tone coloring.

Layout Artist

UTV Toons - Mumbai
Jan. 2000 – Dec. 2001

Worked on 2D animation shows, producing over a hundred layout drawings as part of a high-output 2D animation team.

Creative & Leadership Skills

Creative Leadership

- Visionary thinking and ideation
- Conceptualizing brand narratives across platforms
- Art direction and design oversight
- Copy and content review
- Cross-media storytelling (digital, print, video, motion)
- Mentoring and growing creative talent
- Inspiring innovation and originality

Strategic Acumen

- Aligning design goals with business objectives
- Campaign strategy and execution
- Market and audience insights integration
- Budgeting and resource planning
- KPI-driven creative outcomes
- Brand positioning and identity development

Collaboration

- Working with marketing, sales, and tech teams
- Managing client expectations and presentations
- Storytelling through design
- Stakeholder alignment and advocacy
- Giving and receiving constructive feedback
- Leading design reviews and critique sessions

Awards & Achievements

- Felicitated by Bharat Ratna President Pranab Mukherjee at Rashtrapati Bhavan
- Best Painting Award – Lokmanya Tilak All India Art Exhibition (2015)
- Best Cartoon Awards – Multiple international cartoon competitions
- Interviewed on various TV shows

Extracurricular Activities

- Performing at All India Radio and TV for 25+ years as a Harmonium exponent.
- Accompanied renowned Hindustani Classical performers at global music festivals
- Created India's first book trailer, featured on DD Sahyadri
- Delivered art appreciation talks at companies, schools, and colleges

