

KSHITIJ SHARMA

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Creative Head with 15+ years of experience in branding and design. I lead teams and create strong brands for products. I actively use AI tools in my daily work (ChatGPT, Claude, Gemini, Adobe Firefly) to make design faster, better, and smarter. I'm good at connecting creative ideas with what customers and businesses need.

WHAT MAKES CREATIVE THINKING HUMAN

I use AI to explore ideas faster. But the creative thinking that matters? That's still me.

- Strategy: I know what your brand needs to say. AI can write options. But deciding WHAT to say—that's judgment. That's 15+ years of experience.
- Taste: I know what looks right. AI can generate images. But knowing if something fits your brand, feels right, and will work? That's creative taste. Only humans have that.
- Relationships: I understand your customer. AI doesn't. I talk to your team, learn your challenges, and create work that actually solves your problems—not just looks pretty.
- Courage to say no: When an idea is wrong, I say so. AI will generate anything. I know when something doesn't fit your brand, won't work for your audience, or goes against what you actually need.
- Connection: I make work that makes people FEEL something. AI can copy patterns. But making someone care? Making a brand matter in someone's heart? That's human. That's what I bring.

WORK EXPERIENCE

Creative Head - OnMobile Global Ltd.

April 2022 – Present | Bangalore

- Led the creative team for all global marketing and product work in gaming and digital content
- Created and launched three new brands: ONMO (casual gaming), Gamize (gamification), and Buzzmo (customer engagement platform)
- Used AI tools to improve ad performance (click-through rates went from less than 2% to 8-12%) and helped grow revenue to ₹120 Cr (FY 24-25) & ₹140 Cr (FY 25-26)
- Reduced design turnaround time by 35% using AI-powered tools—ChatGPT for ad copy and creative briefs, Claude for content development and Gemini for concept generation
- Kept brand identity consistent across all marketing channels—social media, ads, and company content

Manager – Graphic Design - Apna Complex / ANAROCK Group Business Services

July 2020 – March 2022 | Bangalore

- Built the design team from scratch in a startup environment
- Created and launched ANACITY, a community brand for customers in the Middle East

Senior Graphic Designer - Greynium Information Technologies

May 2019 – July 2020

- Created designs for Boldsky (lifestyle), Filmibeat (entertainment), and Native Planet (travel) websites. Also did UI design work for Filmibeat.

Freelance Creative Consultant

2017 – 2019

- Designed graphics and marketing materials for companies like HCL, ITC, and Marlabs

Business Owner

2015 – 2017

- Ran a T-shirt and Laptop Bag Manufacturing Business

Lead Executive - HCL Technologies

January 2012 – September 2014

- Developed internal communication materials, infographics, brand narratives, and event design assets
- Coordinated with external vendors to ensure timely production and smooth implementation
- Led and supported employee engagement initiatives across multiple locations in India

Visualizer - delSoft eServices

February 2011 – January 2012

- Designed packaging and marketing collaterals including brochures and promotional materials, ensuring strong brand consistency across print assets

Freelance Graphic Designer

2009 – 2010

- Delivered end-to-end design solutions, creating banners, brochures, and marketing creatives for diverse client requirements.

Graphic Designer - RKV Media

2007 – 2009

- Created magazine layouts, cover designs, and print ads for publications like *Eternal Solutions*, maintaining high editorial design standards.

Trainee - Tech Blue Software

2007 (for 2 months)

Designed website layouts and advertisement creatives for a UK-based client (*Student Homes*), aligning with international design standards.

SKILLS & EXPERTISE

Design & Creative

Branding • Visual Design • UX Design • Product Launches • Campaign Design • Performance Marketing Design • Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Figma • PowerPoint • Design Systems • Videos (After Effects)

AI & Technology

AI-Driven Branding • Generative AI for Creatives • ChatGPT (ad copy & creative briefs) • Claude (content & creative writing) • Gemini (concept generation) • Content Generation with AI • AI Performance Marketing

Leadership & Teamwork

Team Leadership • Cross-functional Collaboration • Project Management • Problem Solving • Strategic Thinking • Stakeholder Communication • Agile Working

EDUCATION & LEARNING

- After Effects Certificate (ongoing) - Coursera
- Science Behind AI-Driven Branding Workshop (Recently Completed) - Focus on using AI to improve brand strategy in 2026
- Generative AI for Creatives - Growth School in 2025
- Animation Career Course - Arena Animation in 2008
- Bachelor of Arts - Delhi University in 2009