

**Associate Lead -**  
Graphic, Web &  
Packaging Designer



# Manikandan Kathirvel

Graphic, Web & Packaging Designer

## Contact

Mobile: +91 99 86 420 456

E-Mail: mani1981.designer@gmail.com

<http://maniportfolio.webs.com/>

## Profile

Senior Graphic Designer - A highly talented, driven and flexible graphic designer with a proven record of delivering creative and innovative design solutions. A proven ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed timescales.

Team Player - Able to work as part of a team with printers, copywriters, photographers, other designers, web developers and marketing specialists.

## Awards & Fellowships

- Cenvo Publisher Services (Previous Glyph, Cepha) - Young Star Award – 2008
- Cenvo Publisher Services (Previous Glyph, Cepha) - Best Employee Award – 2009
- Indegene Lifesystems Pvt. Ltd. I-Scale Award 2014 - Individual Contributor Certification Program
- Indegene Lifesystems Pvt. Ltd. I-spot Award 2014 - Best Performer for High Productivity & Quality
- Indegene Lifesystems Pvt. Ltd. I-Spot Award 2015 - Best Performer for High Productivity & Quality

## Career History

### Associate Lead - Graphic Designer (Pharma Packaging)

(July 2013 - Till date)

#### Indegene Lifesystems Pvt. Ltd. - Bangalore, KA

*Indegene is a leading provider of R&D, commercial and marketing solutions to global pharmaceutical and healthcare organizations.*

#### Key Responsibilities:

- Develop frames and graphics as per client brand guidelines and meet the quality metrics as per client requirements. Ensures that artwork briefs and technical specifications are appropriate and complete before implementing the artwork creation process
- Develop high-quality deliverables across under guidance, to meet the client requirements.
- Responsible to develop frames, graphics as per timelines assigned. Maintains data accuracy in the artwork production and storage processes
- Currently handling jobs from client Abbott from designing packaging materials creations in multiple languages, Creating artwork in accordance with approved artwork brief and change orders
- Able to create, amend, design and layout minimum 10 ideating creative artworks as per client requirement. The artwork creations include labels, cartons, foils, tubes and leaflets related to Pharmaceutical by using Illustrator, Photoshop, and InDesign, QuarkXPress
- Barcode & Braille (through system) creation through Agamik
- Currently interacting with client using Agile Management Systems
- Maintaining & accountable for accuracy and completeness of own work before passing for artwork proof-reading and review
- Handle & maintains all appropriate transactions and recording processes in the system and other computer software as necessary to maintain accurate and complete records of the progression and completion of artwork
- Good hands-on knowledge of the tools, techniques, software, knowledge of multiple media and apply them in developing creative outputs as required
- Ability to develop color pallets stylesheets as per directions from the client
- Should be able to do an independent research to ensure the accuracy of all medical animation materials produced, design tools, concepts and techniques
- Support Graphic team in Flash Websites, Flash headers, Logos and Icons & translate designs and style guides into functional user interfaces, ensuring cross browser compatibility
- Experience in designing UI web applications, HTML websites, Flash Websites, Flash headers, Logos and Icons. Translate designs and style guides into functional user interfaces, ensuring cross browser compatibility, performance and robustness. Adheres to customer artwork production standards and Standard Operating Procedures

**Cenveo Publisher Services (Previous Glyph, Cepha) - Bangalore, KA**

*Cenveo Publisher Services specializes in content development and creative page design for book publishers.*

## Key Responsibilities:

- Hands-on in working in all platforms with multiple clients as per their SOPS
- Coordinates print production projects with effective levels of quality control. Tracks and schedules projects with team members to ensure deadlines are met
- Perform all operations in the areas of graphics processing and image assembly. Scaling of images, creating clipping paths and masks, image airbrushing and touch-ups, cropping, creating illustrations, font selection
- Perform digital prepress functions including: preflight incoming jobs; check for appropriate color format, fonts, and graphics for quality and correct formats; adjust and manipulate files including photo adjustment/enhancement, color conversion (RGB to CMYK) and export; set up files in the department's current design and layout software
- Determine page layout, accounting for folds, trims, bleeds and gripper, and adding crop marks and color bars as necessary; send press-ready documents to Heidelberg/Roland and proof color and final layout
- Responsible for owning and improving content provider relationships to facilitate the end-to-end artwork acquisition workflow
- Also able to scan Hi-res images and rework as per client's needs and instruction especially Biological & Medical sciences
- Responsible for ensuring the quality of the received assets, facilitating design work for images as necessary, Constantly striving to improve the delivery workflow and artwork quality by regularly communicating with and supporting our partners
- Perform all process and convert the images supplied by authors into a raster or vector format
- Responsible ensure the processed images are checked electronically/manually for the capability of further processing with 100% quality
- The quality of editing as well as pagination of articles are adhering RFT (Right First Time) score thereby ensuring produced articles are with optimal quality standards
- Effectively in a team environment with fellow team members, displaying a positive and constructive approach to conflict and problem resolution and customer interactions

## Academia

**Bachelor of Business Administration (BBA)**

University of Madras, Chennai

2003-2005

**DTP - Diploma in DeskTop Publishing**

CCS Multimedia, Chennai

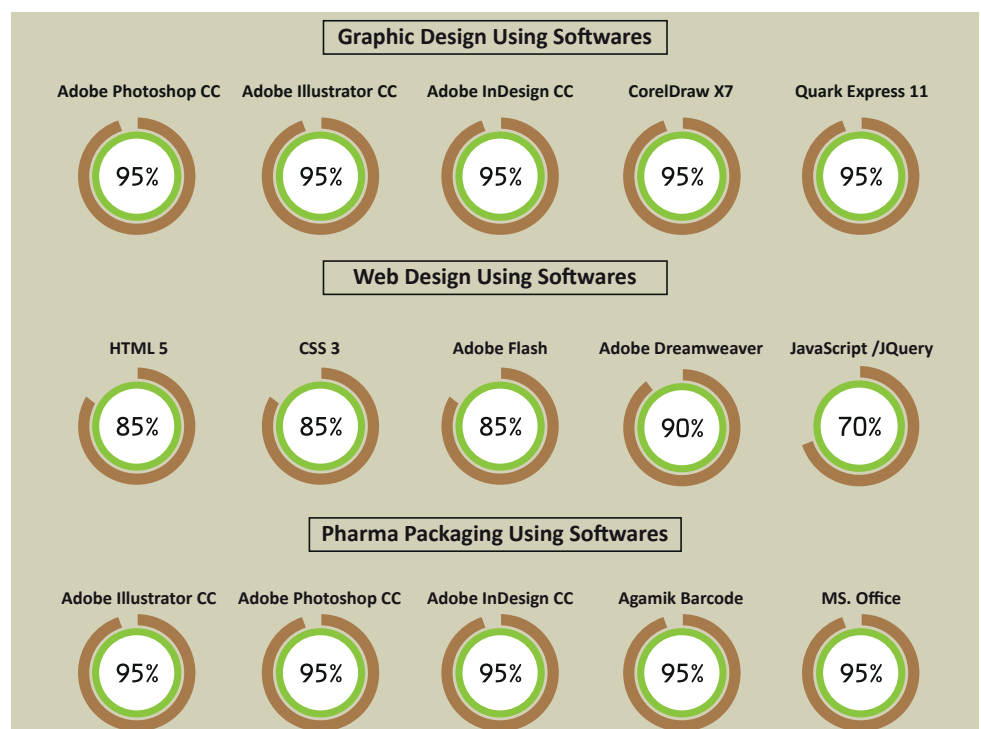
4 Months

**DWD - Diploma in Web Designing**

CMS Multimedia, Bangalore

4 Months

## Skillset



## Professional Expertise

- Technical and Professional Expertise
- Develops and demonstrates core technical and professional skills required for own discipline.
- Develops and applies understanding of business context (including products, processes, culture & values)
- Develops and applies knowledge of the markets in which function operates
- Solves Problems and Analyzes Issues
- Is able to understand, analyze and resolve core issues within own role
- Works with others on solving complex problems and issues
- Willingly gets involved in work assignments/projects that are driven by a change
- Accepts fundamental changes to job responsibilities
- Embraces new processes, procedures or systems
- Responds positively when asked to make changes or when change is needed
- Develops co-operative working relationships within the team; considers how own style affects others and tailors interactions accordingly; looks for ways to develop mutually beneficial relationship across teams
- Taking maximum speed and efficiency in the graphical aspect of production: early detection and resolution of delays and problems, both internal and external, including at suppliers
- All graphical specifications are met without compromising on time and quality

## Technical Competencies

- Computer literate, Experience working on a Mac or PC
- Ability to learn faster and hence can quickly adapt to newer technologies
- Fast and able to work under pressure
- Good knowledge of design and typography
- Full production experience working in Photoshop and Illustrator to produce specification driven graphics for pagination
- Production capabilities of working with vector and raster graphics to employ text changes, color correction and editing of an image to a required specification
- Understanding of color correction, color management to employ regulated monitor color calibration to client requirements
- Expert experience in graphics production with proven background in producing graphics in volume based production process

## Hobbies

Listening to music, reading books related to design & graphic, watching movies, travelling

## Personagraphy

Date of Birth: 30/09/1981

Passport Details: No. H1318147, Type - P  
Issued date: 20/11/2008  
Expiry date: 19/11/2018  
Place of issue: Tiruchirappalli.

Permanent Address: No. 2/315, Siluppanur, Nanangoor Village Kamarasavalli Post Ariyalur (TK) (DT)-621715.

Present Address: No.19, 18th Cross, Dhasarahalli Main Road, Kempapura, Hebbal, Bangalore - 560024.

Reference: On request

Additional Contact No. 9632948903

## Declaration

I hereby declare that all the aforesaid information furnished is correct to my knowledge and if found wrong, I shall be held responsible for the same.

Place: Bangalore

Date :

Yours Sincerely