



## Krishna Kumar Menon

Design Manager | Product Design | User Research | Art Direction | Marketing |  
Motion Graphics | Animation | Illustration  
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## Summary

Designer & People Manager with 10+ years of expertise in Product Design, Motion Graphics, Visual Design, Animation, Illustration, Storyboarding, and Filmmaking. An NID, Ahmedabad graduate with HFI's CUA Certification, I lead a multi-disciplinary design team at Chargebee, delivering design-driven projects across Product, Marketing, Branding, Internal Communications, and more. I also conduct design and video workshops to foster team development. Have been recognized with the **Champion of Change Award** for driving significant improvements and fostering innovation in design, and **Marketing Alchemist** for transforming ordinary projects into exceptional results. Previously, at Cognizant, I spearheaded Live Action and Motion Graphic Video projects, managing them from concept to execution while mentoring new recruits through design workshops and CSR activities.

## Experience

Aug 2019 - Present (5 years 3 months)

### **Chargebee, Bengaluru/Remote** – *Manager Design*

- Building & Managing a Team of UX Designers, Illustrators, Animators and Visual Designers.
- Digital Product Design - Creating user journeys, user stories, website interactions, storyboards, information architecture, and prototypes, in collaboration with product managers & Developers to bring out the best experience for the user.
- Brand redesign and positioning for Chargebee (2023).
- Podcast - Art Director & Editor (Second Acts by Krish Subramanian - 2024)
- Designing user interactions, new feature updates, product videos, icons, and illustrations on the Chargebee product.
- Designing visual content for Marketing Campaigns, Events, Talent Branding Initiatives, People Engagements (HR), and Training Content (Customer Success).
- Leading Chargebee Studio, a central team for all video content production at Chargebee
- Art Director and illustrator for GoRelay, a Chargebee Initiative, building a community of SaaS founders. Additionally, designing content for Learning & Development initiatives.
- Conducted design workshops for internal stakeholders, fostering a culture of learning.

Apr 2014 - Aug 2019 (5 years 5 months)

### **Cognizant Technology Solutions, Chennai** – *Senior Visual Designer – Associate*

- Spearheaded all Live Action Video projects.

- Key responsibilities included conceptualizing video campaigns, creating compelling animated and live action videos, and producing different forms of visual content(illustrations and presentations)
- Additionally, I was an active tutor for the new design recruits at the Cognizant Academy
- Supporting Cognizant's CSR Team with Visual Designing

## Education

- **National Institute of Design, Paldi, Ahmedabad** - *PG Diploma, Animation Film Design*  
2010-2013
- **Karnataka Chitrakala Parishath** - *Bachelor of Visual Arts, Painting*  
2005-2010
- **Somerville School, Noida** - *High School - Commerce & Fine Arts*  
1998 - 2005

## Certifications

- **Certified Usability Analyst - Human Factors International (HFI)** (2017-6774)  
2017-2018
- **Chargebee Global Managerial Training Programme**  
2021-2022
- **Chargebee Leadership Development**  
2024

## Additional Skills

People Management • Team Mentoring • Animation • Illustration • Design Research • Design Thinking • Motion Graphics • Marketing Campaign Design • Video Production • Adobe Creative Suite (After Effects, Premiere Pro, Illustrator, Photoshop) • Figma • Rive

## Awards & Recognitions

- **The Champion of Change Award** - Issued by Chargebee (Oct -2021)  
Recognized for driving significant improvements and fostering innovation.
- **Marketing Alchemist** - Issued by Chargebee (Oct -2021)  
Awarded for transforming ordinary projects into exceptional results.
- **Honorable Mention, Team** - Issued by [awwwards](#) (July 2021) Recognized as part of a team for outstanding web design.
- **Award for Excellence in Campaigns( Programs & Plans) - Public Service**  
Issued by Communications Concepts, Inc. (Jan 2015)  
Awarded for excellence in public service campaigns.