



KRISHNA MENON

Design Manager

CONTACT

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- <https://www.kkmenon.com>

EDUCATION

**National Institute of Design
(NID), Ahmedabad 2010 - 2013**

M.Des (Master of Design),
Animation Film Design

Karnataka Chitrakala Parishath

Bachelor of Visual Arts, Painting

AWARDS & CERTIFICATES

- Champions of Change; Chargebee
- Marketing Alchemist; Chargebee
- Public Service Campaign Award;
Communications Concepts Inc.
- Certified Usability Analyst; Human
Factors International (HFI) 2017

CORE COMPETENCIES

- Creative Project Management
- Design for Product Marketing
- Adobe After Effects; Figma; Rive;
Animation; Podcast Production;
Illustration; Brand Design;
Interactive Content Design
- Social Media Design Strategy

PROFILE

Award-winning **Marketing Design Leader** with **11+ years** of experience driving **brand transformation, integrated campaigns**, and **visual storytelling** across global B2B SaaS and IT enterprises. Proven expertise in leading **cross-functional global creative teams**, delivering **strategic design systems**, and executing **high-impact marketing initiatives across digital, video, and social channels**.

Passionate about using design to fuel brand affinity, scale creative operations & deliver measurable business outcomes.

WORK EXPERIENCE

DESIGN MANAGER

Chargebee; 2019 - Present

- Built and led a **multi-disciplinary Global Design Team** including marketing designers, illustrators & animators.
- Led design strategy for **Digital Marketing campaigns**, aligning performance goals for paid & organic media.
- Co-led **global Brand Redesign in 2023**, repositioning identity across digital, print & experiential touchpoints.
- Led **visual design strategy for Social Media**, driving brand narrative that helped grow **100K LinkedIn**.
- Incubated **Chargebee Studio**, a centralized video production hub, to streamline workflows & efficiency.
- Conceptualised **Podcast series**: "Second Acts" for the Chargebee Founder, catering to Global SaaS community.
- Spearheaded the visual identity and asset development for **GoRelay, a Chargebee initiative for SaaS founders**
- Led the creative strategy for **Learning & Development and Internal Comms** across cross-functional programs.
- Facilitated **internal design workshops and mentoring sessions**, cultivating a culture of creativity in the org.

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ADDITIONAL SKILLS

- B2B SaaS & Tech Experience
- Art Direction for Campaigns
- Conversion-Focused Design
- Motion Design

KNOWN FOR

- Simplifying complex business concepts & scenarios into easy consumable visual content through design
- Storytelling through Illustration
- Contribution to CSR initiatives, especially children's education

LANGUAGES

- English, Hindi, Malayalam, Tamil
- German (underway)

REFERENCES

- **Krish Subramanian**, CEO & Founder, Chargebee
- **Guy Marion**, Chief Marketing Officer, Chargebee
- **Lavanya Gopinath**, VP, Culture & Systems, Chargebee
- **Abdul Muthaliff**, Senior Director, Cognizant Digital

SENIOR VISUAL DESIGNER; CAMPAIGNS & VIDEOS

Cognizant Technology Solutions; 2014 - 2019

- Managed **end-to-end design consultancy projects** for global customer accounts including **Microsoft, Monsanto, and American Express, Novartis, Thermo Fisher, T&D Holdings(Japan)** among others.
- Adapted design solutions to **diverse brand guidelines and regional preferences**, showcasing agility in **working across geographies and time zones**.
- Regularly interfaced with **global stakeholders** to gather briefs, present concepts, incorporate feedback, and align final deliverables with business goals.
- Created **scalable design systems** and **asset libraries** to improve production efficiency and maintain visual consistency across client-facing content.
- Offered **Mentorship** and conducted **Design Training** sessions at **Cognizant Academy**, empowering new hires.

DOCUMENTARY FILM EDITOR & ANIMATOR

Independent

- Edited **short- and long-form documentary films** from raw footage to Final Cut, crafting compelling narratives for clients including **Zoho, Sanskara Schools, Silk Route Abodes** among others.
- Managed **end-to-end post production** including rough cuts, sound design, colour correction, ensuring broadcast quality deliverables.
- Conceptualised and crafted a high-impact **Launch Screen Animation** for **FOLO**, mobile app.
- Conceptualised **Interactive Client Onboarding** experience for **Design Qube Architects**.