

ASHWIN MANOHARAN

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PROFESSIONAL SUMMARY

Award-winning Creative AI Manager with close to 14 years of experience driving design execution and creative excellence across digital platforms. Expert in leveraging AI and automation to accelerate creative workflows while maintaining design quality. Proficient in Adobe Creative Suite (Photoshop, Illustrator) and AI platforms (Azure AI, Agentic AI) with proven ability to translate business objectives and customer insights into compelling design solutions. Influenced over \$100M in sales through strategic proof-of-concept designs and demos. Skilled stakeholder manager who effectively influences senior leadership while leading and managing creative teams of 20+ designers. Strong project management capabilities combined with extraordinary design taste, AI integration, and strategic thinking to deliver world-class creative execution that drives measurable business results.

CORE COMPETENCIES

- **Design Excellence:** Creative Direction — Concept Visualization — Design Thinking — AI Integration
- **Technical Mastery:** Adobe Creative Suite (Photoshop, Illustrator) — Figma — UI/UX Design — Web & Mobile Design — Animation & Multimedia
- **Leadership & Management:** Team Leadership (20+ designers) — Design Team Management — Project Management — Cross-functional Collaboration — KPI Development — Mentoring & Training
- **Strategic Skills:** Stakeholder Management — Senior Leadership Influence — Customer Insights Translation — Design Research — Concept Development — Design Approval Process Management
- **Communication:** Verbal & Written Communication — Presentation Skills — Client Engagement — Cross-cultural Collaboration — Proficient in English, Hindi, Tamil

TECHNICAL SKILLS

Design Software: Adobe Photoshop — Adobe Illustrator — Figma

AI & Automation: Azure AI — Agentic AI — UiPath — Robocorp — Process Automation

Enterprise Platforms: Salesforce — Gainsight — Slack — Glean — Confluence — Microsoft Excel

Design Skills: UI/UX Design — Web Design — Mobile App Design — Visual Design — Graphic Design — Animation — Multimedia Design — Typography — Color Theory

Project Management: Team Leadership — Design Management — Stakeholder Management — KPI Development — Cross-functional Collaboration — Documentation Management

PROFESSIONAL EXPERIENCE

Cvent

November 2013 – Present

Creative AI Manager

July 2022 – Present

- Lead, manage, and supervise creative design team of 20+ members, establishing design systems and standards while ensuring world-class design execution across all client-facing assets and marketing materials
- Drive end-to-end design management from concept development, creative ideation, and design execution to final design approval and recommendations, making critical design decisions that ensure creative solutions perform as planned and meet project objectives
- Independently manage and coordinate stakeholder relationships across internal teams (Product, Sales, Technology, Marketing) and external clients, effectively influencing and presenting to senior leadership on design strategy, creative direction, and project priorities
- Create proof-of-concept designs and demos that directly contribute to deal closure, with team's work influencing over \$100M in sales revenue through compelling design solutions that showcase product potential to prospective clients
- Implement process automation and efficiency initiatives using RPA tools (UiPath, Robocorp), AI platforms (Azure AI, Agentic AI), and enterprise systems (Salesforce, Gainsight, Slack, Glean, Confluence), streamlining workflows and saving the team 2000+ hours annually (165+ hours per month) while reducing project turnaround time
- Generate creative design proposals, concepts, and scenarios to visualize desired outputs for prospective clients, translating brand requirements and marketing objectives into compelling design solutions

- Participate in design research activities and consumer insights studies to translate customer needs and business requirements into actionable design requirements and innovative design solutions
- Establish and monitor design KPIs and performance metrics, conduct quality assurance reviews, and strategically assign work to optimize creative output, team productivity, and project delivery timelines
- Mentor, train, and develop junior designers on design principles, best practices, Adobe Creative Suite mastery (Photoshop, Illustrator), Figma, and emerging design techniques while fostering innovation, creativity, and professional growth through contest ideation and creative challenges
- Collaborate and communicate effectively with global teams, cross-functional stakeholders, and business partners to ensure design consistency and maintain brand standards across multiple touchpoints, platforms, and channels
- Establish and maintain comprehensive design documentation and knowledge management systems using Confluence wiki, creating accessible resources for design standards, workflows, and best practices to enable team efficiency and knowledge sharing

Assistant Manager

January 2021 – June 2022

- Supervised web and graphic design team, driving creative excellence while managing stakeholder expectations and maintaining brand consistency
- Led design transition from in-person to virtual event platforms, developing new visual language and design systems to support evolving business needs
- Collaborated with brand teams to understand product positioning and translate business objectives into compelling visual narratives

Team Leader

January 2019 – December 2020

- Directed creative team in developing brand-specific design solutions for websites, mobile applications, and marketing materials while maintaining client branding and design consistency
- Coordinated with Product Development teams to refine UI/UX and ensure design solutions aligned with functional requirements and brand standards
- Managed multiple concurrent design projects in dynamic environment, comfortable with ambiguity while delivering results on tight deadlines

Assistant Team Lead

January 2017 – December 2018

- Created custom design concepts for diverse client brands across digital platforms, maintaining extraordinary attention to design standards and color schemes
- Developed creative ideas and concepts without boundaries, using advanced Adobe Creative Suite skills to wow clients and exceed expectations
- Facilitated team learning on emerging UX/UI techniques and design trends, keeping creative output fresh and market-leading

Senior Product Demo Consultant — Product Demo Consultant *November 2013 – December 2016*

- Developed creative design concepts and visualizations for prospective clients, effectively translating their visual requirements into compelling digital experiences
- Collaborated with development teams to ensure design vision was maintained through production phases
- Applied design thinking principles to solve complex visual challenges and deliver innovative solutions

Mindworks Animation & Design — *Graphic Designer and 3D Artist*

April 2013 – October 2013

Version Absolute Design Studio — *Graphic Designer and 3D Artist*

April 2012 – March 2013

Artisonz Media Solutions — *3D Artist*

August 2011 – February 2012

EDUCATION

BIT Extension Center, Noida

Master's Degree, Animation & Design

2010 – 2012

Bachelor's Degree, Animation & Multimedia

2007 – 2010

AWARDS & RECOGNITION

Team Player Award — Special Contender of the Year — Most Valuable Player of the Year — Most Valuable Sales Resource — Senior Leader — Emerging Leader