HEMACHANDRA THOKALA KUMARASWAMY

SENIOR CREATIVE DESIGNER

www.behance.net/hemachandratk
hemachandratk@gmail.com
+91 7799188833

Curious Designer with 10+ years of experience in digital and print media. I've collaborated with marketing, sales, and content teams in B2B and B2C environments. From eBooks and white papers to event designs, social media, and website UX, I craft design experiences that elevate brands and drive results.

SKILLS & EXPERTISE

Graphic & Visual Design (Marketing Collaterals, Branding, Social Media, Presentations)

UI & Interaction Design

Prototyping & Wireframing (Figma, Adobe XD)

Motion Graphics & Animation

Website & Landing Page Design (Conversion & Page Speed Optimization)

Creative Strategy & Storytelling

Marketing Design & Visual Communication (Campaign Assets, Email Marketing, Event Materials)

Brand Storytelling (Brand Guidelines, Narrative Design)

User-Centric Digital Experiences (User Testing, A/B Testing)

EDUCATION

London School of Design and Marketing
2024 – 2026
Bachelor of Arts in Design

Madurai Kamaraj University
2013 - 2016
Bachelor of Science in Mathematics

Pixelloid Studios
2012 - 2014
Diploma in Animation & VFX

EXPERIENCE

Chargebee, Senior Creative Designer
May 2025 - Present

- Led visual strategy and execution across global brand campaigns, high-impact landing experiences, lifecycle assets, social, and flagship events.
- Spearheaded the Usage-Based Billing (UBB) webpage revamp, increasing traffic by 67% through conversion-focused UX, narrative restructuring, and performance optimization.
- Redesigned the Pricing Page UX, driving 50%+ CTR growth by aligning information hierarchy with buyer intent and revenue objectives.
- Played a core creative role in Better Billing – Phase 2, a $3M global campaign, delivering performance-led digital assets and campaign systems across web and paid channels.
- Designed the end-to-end visual system for the State of the Consumer (SOC) flagship report, strengthening thought leadership positioning across global markets.
- Partnered with Product Marketing and Product teams to translate complex SaaS propositions into clear, scalable visual narratives across regions.

CERTIFICATIONS

Google UX Design
Course Certification

Google AR VR
Introduction to AR and ARCore

Google Digital Unlocked
Fundamentals of Digital Marketing

Autodesk
Maya Professional Certification

INTERESTS

Travelling
Recent trip to Sri Lanka

Motorcycle Rides
Breakfast rides are the best

Photography
Love to click landscapes

Workout
Found Bouldering interesting

Sports
Swimming and Table tennis

Shipsy, Senior UX Designer
Sep 2022 - May 2025

- Lead the design process for the Warehouse Management System product, improving user experience for B2B clients.
- Designed the Limitless Conference Website, increasing user engagement by 35% with optimized design structure.
- Created marketing collaterals and landing pages, driving a 20% increase in conversions.
- Conducted A/B testing and user research to optimize UI and enhance product usability, improving page speed by 30%.

HighRadius, Senior Graphic Designer
Oct 2018 - Sep 2022

- Designed marketing assets, social media creatives, and presentations that boosted lead conversions by 25%.
- Led UI/UX design for the HighRadius website revamp, improving website performance and reducing bounce rate by 15%.
- Developed interactive infographics and motion graphics to engage users and improve campaign performance.
- Spearheaded design for Radiance 2022, HighRadius's largest flagship event, enhancing event branding and attendee experience.

Bigcube Digital Media Agency, Co-Founder
Jul 2016 - Oct 2018

- Led branding and digital marketing projects, delivering custom UI/UX for websites and landing pages.
- Designed and executed motion graphics for product launches, increasing client engagement by 35%.
- Optimized landing pages, boosting client conversion rates by 28% through strategic design improvements.

TalkLoud, Graphic Designer
Dec 2015 - Jul 2016

- Designed marketing campaigns and website UI, boosting user engagement by 30%.
- Created 3D assets and motion graphics for promotional content, enhancing brand visibility.

Luxury Bloom, Graphic Designer
Dec 2014 - Dec 2015

- Developed social media graphics and marketing assets, leading to a 22% increase in conversions.
- Improved website UX/UI, reducing bounce rates by 18% and enhancing user retention.

LET'S CREATE SOMETHING AMAZING!

www.linkedin.com/in/hemachandratk