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Creative Director / UX-UI Designer and Auditor  
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## Profile

A seasoned creative leader with over 22 years of experience in advertising, UI/UX design, product design, and creative direction. Exceptional ability to blend artistic vision with strategic business acumen to deliver innovative and impactful solutions. Proven expertise in team management, brand development, marketing campaigns, and leveraging emerging technologies like the metaverse, VR/AR, and blockchain.

## Core Competencies

UI/UX Design • Brand Strategy • Product Design • Creative Direction • Design Systems • Innovation Leadership • Cross-functional Collaboration • Global Team Management

## Professional Experience

### Independent Consultant - UI/UX/Creative Direction (April 2023 - Present)

Provide strategic design consulting and creative direction services to tech startups and established companies. Key services include user research, persona development, interaction design, UI/UX audits, branding, campaign conceptualization, design systems implementation, and metaverse/immersive experience design.

### Ikoka Technologies Pvt. Ltd. - Head Of Design (Feb 2022 - April 2023)

- Managed UX agile workflow and cross-functional teams comprising engineers and product managers.
- Conducted UI/UX audits, user research, wireframing, and usability testing to drive design decisions.
- Created design systems and strategies tailored to clients' unique requirements.
- Fostered a culture of innovation, encouraging new ideas and driving continuous improvements.

### Cox and Kings Ltd. - Sr. Manager Web Team (Aug 2018 - Oct 2019)

- Conceptualized designs for over 80 company products and implemented design strategies.
- Led a team of 10 designers, establishing hiring criteria and interview processes.
- Created UI mockups for data visualizations, dashboards, and reports (Gantt charts).
- Presented designs to stakeholders, ensuring alignment with business objectives.

### Ezeego One Tours & Travel Ltd. - Sr. Manager - Creative Head (Role Duration)

- Spearheaded creative functions and multidisciplinary work for the B2C segment.
- Designed new features and revamped the visual identity for the online portal and marketing collaterals.
- Conceptualized and executed advertising campaigns across various media, including radio, social, and print.
- Supervised graphic designers, copywriters, and external agencies, ensuring consistent brand messaging.

## Additional Experience

**Bellizo Trading Pvt. Ltd.** - Head of Advertising & Marketing Communications

**Dragonfly Creation Pvt. Ltd.** - CEO (Managed 170+ employees, fostered innovation, drove business growth)

**Multiple Business Establishments** (Established 3 companies, managed teams across 4 International locations)

**Macrotech Inc (USA)** - Director Operations

**Office Beacon LLC** - Head of Design/Operation Head

**Elysium Pharmaceuticals Pvt. Ltd.** - Senior Designer

**Aditi Graphics Pvt. Ltd.** - Graphic Designer

**Jenny Color Lab** - Photographer and Image Retoucher

## Education & Certifications

Human Factors International - Certified Usability Analyst (CUA)

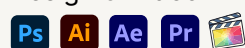
Google - Foundation of User Experience (UX) Design

Undergraduate (10+2) via I.G.N.O.U

UX/UI Softwares



Design & Video



Collaboration Softwares

