

VIJAY KUMAR SADARAM

Creative Head | Creative Management • Brand Strategy • Creative Operations

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[LinkedIn Profile](#) | Portfolio: <https://www.vijaysadaram.com/>

PROFESSIONAL SUMMARY

Results-driven Creative Head with 16+ years building and scaling creative operations, brand strategy, and marketing communications for global enterprises. Track record of cutting production time by 60%+ through AI-driven workflow innovation while producing 10,000+ creative assets across a 17-year career that strengthen brand visibility and drive business growth. Skilled at leading high-performing teams, setting KPIs/KRAs that stick, and turning creative operations into a measurable competitive advantage.

CORE COMPETENCIES

Creative Leadership & Team Management • Brand Strategy & Positioning • KPI & Performance Management • Creative Operations at Scale • Marketing Communications • Content Strategy & Storytelling • Stakeholder & Client Management • Resource Planning & Allocation • Team Training & Development • Process Improvement & Efficiency Gains • AI-Driven Creative Innovation • Business Development Support

PROFESSIONAL EXPERIENCE

Creative Head | Delaplex Limited

Jul 2025 – Present | Hyderabad

- Own branding, content development, and creative operations end-to-end across marketing, sales, events, and corporate communications.
- Built and instituted KPI/KRA frameworks that lifted team productivity, quality, and on-time delivery performance.
- Led performance reviews, mentoring, and structured training programs to build bench strength across the creative team.
- Slashed creative production time by 60%+ by architecting AI-driven creative workflows, a step-change in team output capacity.
- Delivered high-volume creative output across marketing campaigns, driving measurable gains in brand visibility.

Creative Consultant (Freelance) |

Mar 2025 – Jun 2025 | Hyderabad

- Delivered branding, marketing communication, presentation design, and content development services for multiple clients.
- Owned end-to-end project execution, tightly aligning creative output with each client's business goals.

3D Technical Lead | Royal Cyber

Apr 2023 – Feb 2025 | Hyderabad

- Led cross-functional creative and technical teams delivering enterprise-grade visualisation projects.
- Owned resource allocation, quality standards, and delivery timelines across the project portfolio.
- Mentored team members and re-engineered workflows to raise team throughput and consistency.
- Optimised software, tools, and resource utilisation to improve operational efficiency and generate measurable cost savings.
- Spearheaded training sessions and knowledge-sharing programs on emerging design technologies, AI tools, and creative best practices.

Senior 3D Artist (L4) | Amazon (AWS)

Jun 2022 – Jan 2023 | Hyderabad

- Developed high-fidelity product visualisation assets and marketing creatives for a global brand.
- Partnered with cross-functional teams to uphold rigorous visual quality standards at scale.
- Drove branding initiatives through video content, presentations, and digital marketing creatives.
- Maintained consistency across visual communication and brand standards across multiple stakeholder groups.

3D Animator Level 3 | RealPage, Inc.

Sep 2015 – Jun 2022 | Hyderabad

- Produced high-quality visual content, presentations, and marketing assets over a 7-year tenure.
- Powered branding and digital storytelling initiatives that strengthened company-wide communications.

3D Interior Designer | SMD Interiors

Jan 2014 – Aug 2015

- Developed compelling interior visualisation concepts and client presentation materials.
- Enhanced design communication and customer engagement, directly supporting sales conversations.

3D & Graphic Technical Lead | Blak2White Interiors

Apr 2009 – Dec 2013

- Led a team of 6 professionals delivering architectural visualisation and creative communication projects.
- Directed project quality, client deliverables, and team coordination — establishing the operational foundation for a 16-year creative leadership career.

KEY ACHIEVEMENTS

- Cut creative production time by 60%+ through AI-driven workflow optimisation — a transformative efficiency gain.
- Built scalable creative processes that continue to compound productivity and delivery speed.
- Championed training initiatives and early adoption of emerging creative and AI technologies.
- Consistently recognised by stakeholders and leadership for creative excellence and cross-team collaboration.

AWARDS & RECOGNITION

- 4-Time Spot Award Recipient.
- Star of the Month Award Winner.
- Best Sheriff Award Recipient.
- Yellow Belt Six Sigma Certified.

EDUCATION

Bachelor of Commerce (B. Com), Andhra University, Visakhapatnam

CERTIFICATIONS

- Disruptive Strategy – Harvard Business School Online
- Master Diploma in Multimedia
- Diploma in Digital Painting

TOOLS & TECHNOLOGIES

Adobe Creative Suite, Figma, PowerPoint, 3ds Max, V-Ray, Maya, Marvellous Designer.

AI TOOLS

ChatGPT, Gemini, Google Veo, Kling AI, and Meta AI.