

CHANDRA SEKHAR KAMBALA

Hyderabad, India – 500089
+91 83740 00123
getCSK@gmail.com
linkedin.com/in/getcsk/
getcsk.co.in

PMP¹ and AI² certified Design Leader with 18+ year of experience across User Experience, Emerging Technology, Media and Entertainment domains



SUMMARY

 PGP in AI for Leaders	SKILLS	TOOLS
 18 yrs. overall 12 yrs. people mgmt. 8+ yrs. in Amazon	Functional People Leader, Program/Project/Operations Management, Continuous improvements of People/Process/Technology, P&L, Information Systems, Strategic Partnership, Vendor, Employee Relationship, Performance Management, Business Intelligence/Continuity, InfoSec & Compliance	Asana, Notion, MS Projects and Office suite, SharePoint SIM, Taskei, Jira, Basecamp, SAS Tableau, Google Analytics, etc.
 User Experience Print & Visual Design Video & Film Production	Technical Empathy first, User Experience Design, Service Design, Research, Systems Thinking, Information Architecture, User Journeys, Wireframing, Storyboarding, User & Interaction Flows, Usability Testing, Surveys, Visual Design, Film, Post-Production, 3D modelling & VFX, Image Workflow Processing and Digital Film Restoration	Figma, Miro, Stable Diffusion, Adobe Firefly, Uizard, Jasper Axure, Framer, Adobe Illustrator, Photoshop, Premiere, AfterEffect Visual Design, Film, Davinci, Octane, Z-Brush and Substance Resolve, 3ds Max, Maya, etc.
 English Hindi, Telugu & Tamil		

EDUCATION

INSTITUTION	PROGRAM	YEAR
University of Austin, Texas	PGP in Artificial Intelligence for Leaders	2024 - active
Project Management Institute	PMP – Project Management Professional	2015
XIBMS, Hyderabad	MBA (IT & Media Management)	2013

EXPERIENCE (refer pg2)

COMPANY	ROLE	PERIOD
Ikonz Studios	Head of UX Design (AI Products & Experiences)	1 yrs. / 2024 - active
Amazon	Design Leader, UX India (+ 1 other role)	9 yrs. / 2015 - 2024
Prasad Corp – EFX	Regional VFX Manager	3 yrs. / 2012 - 2015
RR Donnelley	Art Director (+ 5 other roles)	7 yrs. / 2004 - 2011

ACCOLADES

- Recommended by several senior leaders across the world (refer LinkedIn)
- Award of Excellence (Innovative Solutions: Collaborating for Results - 2012), Prasad Corp. for successfully implementing Dust Busting through a DEI/CSR initiative employing PwD
- Featured in an article 'Definitely Abled' by Hans India - 15th Dec, Hyderabad 2013
- Accompanied Mr. Adam Greiss - VP of Morgan Stanley at School of Visual Arts, NYC 2006
- Entitled Chitra Kala Ratna by Lalit Kala Academy, New Delhi 2003

¹ Project Management Professional

² Artificial Intelligence (General)

EXPERIENCE



RESULTS

- Launched world's first holographic product supported by AI agent and copilot m-services

HEAD OF UX DESIGN (AI PRODUCTS)

Ikonz Studios | India & San Jose

Sep 2024 – Active

Responsible for the development of personalized AI products and experiences. We are feverishly researching and leveraging Generative AI technology and tools to create immersive Holographic Extended Reality (HXR) experiences



RESULTS

- People:
Hired 9 designers, 1 writer, 1 program mgr., and 1 technologist.
Developed 1 manager
- Incremental OPS:
\$223MM / est. \$80MM for BHP experience
\$138MM / est. \$10MM for DP experience

RESULTS

- Improved delivery efficiency from 71% (H2-15) to 94% (H1-16), quality and revision rates by 38%
- Drove cost savings of ~\$1.6MM by optimizing processes

UX MANAGER (INDIA STUDIO)

Amazon - Business | India, US & Spain

Feb 2019 – Aug 2024

Built the India UX studio consisting of high-performing designers, writers and technologists delivering bar raising end-to-end onsite, offsite buying and post-ordering experiences to support Amazon Business growth

- Working closely with directors and collaborating with other UX studios in Seattle, Austin, and Madrid to advocate for our business customers worldwide leveraging data and analytics.
Products (Mobile/Desktop): Business Home Page (BHP), Navigation, Notification, Detail Page (DP), Cart & Checkout, Your Orders, Business Analytics, AI Companion, CS, App Center, and B2B integrations with partners / platforms / developers

DESIGN & VIDEO MANAGER (INDIA STUDIO)

Amazon - Creative Services | India, China & Romania

Jul 2015 – Feb 2019

Supported the growth of Amazon Global Creative Services teams located in US, UK, and APAC by building a high performing team of visual design and video production staff in India, partnering with teams in China and Romania

- Streamlined processes for a team of visual designers supporting storefront collateral for NA & EU5 regions. Secured funding for a data team. Launched Design Forum and Pixel Talk magazine to strengthen the design community. Built a video lab with infrastructure (NAS, DI/Color correction, rendering workstations) for extensive prototype device testing and content production (3D modelling, rendering, visual effects, etc.) to support device launches.



RESULTS

- Contributed to 73% increase in sales capacity in a 3-year time frame between 2012 & 2014
- Improved EBITA by 85% in Q1 of FY 14-15 as against Q1 of FY 13-14
- Improved employee longevity by over 8%

REGIONAL MANAGER

Prasad Corp - EFX | Chennai, Hyderabad & California

Jan 2012 – Feb 2015

Owned end-to-end film and post-production services across VFX, digitization, restoration, stereoscopy, color grading (DI), metadata, mastering, and technology solutions to the global archives, leading a team of 250+ digital artists across India

- Lead strategy and operations including P&L, business development and continuity, client relations, and people management. Awarded for innovation in process efficiency – the Dust Busting Model and HAWK methodology (R&D). Spearheaded DEI / CSR initiative (HOPE) for PWD, acknowledged by Ministry of Disability Welfare and the US Consul General
- Clients: Sony Pictures Colorworks, Universal, Fox Entertainment, Fotokem, Technicolor, and more



GROWTH

- 2010 Art Director
- 2009 Project Manager
- 2008 Studio Manager
- 2006 Senior Designer
- 2005 Designer
- 2004 Artist

ART DIRECTOR

RR Donnelley | Chennai, San Jose & New York

Dec 2004 – Dec 2011

Learned and grew steadily by delivering a variety of integrated communications projects across several fortune 500 clients, leading a team of 40+ creatives

- Recognized for leadership skills, strong product understanding and technical know-how. Hired and developed a team of 25 FTEs. Deployed to New York as a company envoy in a rebranding exercise for Morgan Stanley. Worked out of San Jose and secured Cisco as a client for RRD
- Clients: JP Morgan, Morgan Stanley, Goldman Sachs, Invesco, Pfizer, Cisco, Dell, and more