

SURYA SHRESTHA

CREATIVE LEADER • AI IN DESIGN • BUSINESS RESULTS

madebysurya.com | surya.sh917@gmail.com | +91-7204 242426

Creative Leader (14+ yrs) building AI-driven Pharma solutions. Expert in establishing AI Centers of Excellence and boosting production 25% with GenAI. Led 200+ creatives for clients like Pfizer & Dell. Focused on responsible AI and Creative strategy.

Experience

May 2024 to Present | Bengaluru

Creative Manager (AI CoE & Brand Innovation) | Epsilon

- Omnichannel Strategy & Global Client Delivery: Directing 360-degree omnichannel campaigns for global clients to ensure consistency across Email, Web, App, and Video. Delivered unified loyalty experiences for Walgreens, personalized B2B strategies for Dell, and scalable data-driven lifecycle programs for Citi.AI Center of Excellence: Serve as the creative lead for the org-wide AI adoption program, defining the visual language, use cases, and strategic narrative for AI integration across India and US marketing teams.
- Multidisciplinary Leadership: Managing a hybrid team of Visual Designers, Motion Artists, and Creative Technologists, fostering a culture where design meets code to solve business problems.
- GenAI Center of Excellence: Pioneered the "Future of Production" by integrating Generative AI (Midjourney/Firefly) into standard workflows, allowing the studio to produce personalized creative assets at scale with 25% faster turnaround.

July 2018 to May 2024 | Bengaluru

Senior Creative Manager (Head of Design Ops) | Think and learn pvt ltd (BYJUS)

- Integrated Brand Experience: Managed the end-to-end creative ecosystem for a user base of 10 million+, ensuring the brand voice was identical across TV Commercials, App UI, Print Learning Kits, and Social Media.
- Studio Leadership (Scale): Built and led a multidisciplinary studio of 200+ creatives (spanning Illustration, 3D, Video, and UI), successfully delivering 800+ projects annually through a centralized content factory model.
- Tech-Led Innovation: Architected an Offline AI Pipeline (Stable Diffusion) to generate massive volumes of IP-safe assets, bridging the gap between creative ambition and technical feasibility.
- Motion & Video Strategy: Established a standardized Video Production Pipeline using MOGRTs and modular storyboarding, enabling the rapid creation of thousands of hours of educational content.

Jan 2015 to June 2018 | Bengaluru

Creative Lead | RxPrism Healthsystems Pvt Ltd

- Pharma Omnichannel Activation: Led creative strategy for global product launches (Abbott, Roche, Sanofi, Merck), designing connected experiences that spanned iPad E-Detailers, Conferences, Doctor Portals, and Patient Apps.
- Interactive & Immersive Tech: Directed multidisciplinary projects involving AR/VR and 3D Medical Animation, helping sales reps visualize complex Mechanism of Action (MoA) stories for HCPs.
- Regulatory Mastery: Managed strict MLR (Medical-Legal-Regulatory) compliance across all channels, ensuring that creative innovation never compromised legal safety.

Jan 2011 to Dec 2016 | Bengaluru

Visiting Professor (Visual Communication & Design) Commits

- Mentorship: Mentored 500+ students in Design Strategy, urging them to think beyond "making logos" to creating "integrated brand systems."

Early Roles | Creative Lead, Senior Artist, Designer, Visiting Professor

Worked with brands across many markets such as **Disney, Warner Bros, Fox, Abbott, Roche, Sanofi, Pfizer, Viacom, Motorola, Dell**, and more. Built strong base in layout, story flow, visual craft, and production quality across digital, motion, and brand systems.

Education

MATS University

Bachelor in Science

Animaster

Advance Diploma Creative Design and Animation

Awards & Honors

- **Zinnov Award**
Creative Excellence in Employer Branding .
- **Biocodex Global Marketing Award**
Creative marketing work with clear impact on reach and sales.
- **MarCom Platinum Award**
AI based virtual patient case.
- **MarCom Gold Award**
Training app for health teams.
- **Digipharmax Award**
Creative and fresh idea for a health brand

My Skills

Key Clients Served:

Dell, Walgreens, Marriott, Citi, Pfizer, AstraZeneca, Abbott, Roche, Disney.

Domain Expertise:

Healthcare Marketing, MLR Guidelines, Pharma Commercialization, Modular Content Strategy.

Motion & Video:

Motion Graphics Direction, Storyboarding, Video Pipeline Management, Mechanism of Action (MoA) Concepts.

Creative Technology:

Generative AI (Midjourney, Stable Diffusion), Automation Scripts (Python basic), AR/VR Concepts.

TOOLS

Design & Motion:

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Microsoft PowerPoint, Google Slides.

Gen AI & Models:

OpenAI Models, Claude, Gemini, Stable Diffusion, Midjourney, Adobe Firefly, Runway Gen-2, Local Model Sandbox tools.

Build & Support:

Python (Automation), JavaScript, HTML5, CSS3.

Workflow & Operations:

Jira, Miro, Notion, Mentimeter, Microsoft Office Suite, G Suite.