



CREATIVE SPECIALIST • Spectrum of Workability
 Pramod Medichalam | +91.91777.72192 | pramod@pramodnm.com | www.pramodnm.com



EDUCATION

Master of Fine Arts, Motion Graphics/ Interaction Design

2003, Savannah College of Art and Design (SCAD), Savannah, USA

Bachelor of Architecture School of Planning and Architecture

1999, Jawaharlal Nehru Technological University, Hyderabad, India

Diploma in Multimedia Applications

1998, Edit Multimedia Training Institute Hyderabad, India

- Creative Specialist with 18 years of core expertise in Convergent Media ~ an amalgamation of Print, Interaction, Film/Broadcast and Motion Designs
- Strive to do right things and adept to get things right
- Best in delivering distinct solutions for global, national and regional target audience
- Expertise to develop business through visual communication
- Painter, Photographer, Architect and Team Leader
- Mastered essential tools required to incorporate creative ideas to practice
- Consistently update and adapt to new technologies along with changing trends
- Have thorough knowledge in production process both at micro and macro level
- Lead by example and understand the importance of team effort
- Diligently recognise the importance of employee-employer, client and public relations

EXPERIENCE

Creative Director | 2010 - Present
 TV9 Network,
 ASSOCIATED BROADCASTING NETWORKS Private Limited
 Hyderabad, Telangana, India

- Singular Brand Manager for Broadcast, Print, Marketing, Web, Online Graphic Designs; Channel/Program/Event Packaging, Promotions, Information Graphics, Studio and Web Design Departments
- Accomplished a mark recognition in Broadcast Presentation
- Established Packaging, Promotions and Marketing Graphics teams
- Incorporated new technology solutions that achieve proficient and high quality outputs from low cost production facility
- Achieved consistency in overall design outputs by creating Template Module Structure
- Work with Sales & Marketing Team in business development and revenue generation
- Designed variety virtual Studios that projected diversity and magnanimity of scale
- Developed App, Website and Broadcast solutions with third party vendors

Creative Director | 2009 - '10
 SHUNYA DESIGN PRIVATE LIMITED
 Hyderabad, Telangana, India

Promotions | 2007 - '09
 NEW DELHI TELEVISION (NDTV)
 New Delhi, India

Art Director | 2005 - '07
 MIDDLE EAST BROADCAST NETWORKS (MBN)
 Springfield, Virginia, USA

Senior Broadcast Designer
 2004 - '05
 BIG PINK INC.
 Manhattan, New York, USA

Broadcast Designer | 2003 - '04
 LIQUID LIGHT INC.
 Manhattan, New York, USA

Web Production Personnel
 SCAD ONLINE LEARNING CENTER
 2001 - '03 | Savannah, Georgia, USA

Equipment Manager | 2000 - '01
 SCAD Computer Arts Department
 Savannah, Georgia, USA

Assistant Architect | 1999 - '00
 RAVI ASSOCIATES, Hyderabad, India

Assistant Architect | 1998 - '99
 SHREE ASSOCIATES, Hyderabad, India

ACCOLADES

Best Studio Design - Election 2014

2016, News Television Award, New Delhi, India

Best usage of News Graphics - Hologram

2016, News Television Award, New Delhi, India

Best Show Packaging - Hot Wheels

2016, News Television Award, New Delhi, India

Best Studio Design (Virtual) - IPL Studio

2014, News Television Award, New Delhi, India

Best usage of News Graphics - Assembly House

2014, News Television Award, New Delhi, India

Best Show Packaging - Gadget Guru

2014, News Television Award, New Delhi, India

Best usage of News Graphics - Bye Elections

2013, News Television Award, New Delhi, India

Best Studio Design (Virtual) - 30 Minutes

2012, News Television Award, New Delhi, India

Best usage of News Graphics - Padmanabha Temple

2012, News Television Award, New Delhi, India

Featured Designer of the Year for Motion Graphics

2004, Step Inside Magazine (USA),
 January/February 2004 issue

Featured Designer of the Year for Web Design

2004, Step Inside Magazine (USA),
 January/February 2004 issue

Gold Medal in Animation & Design

2003, Annual Broadcast Design Association (BDA)
 Design Awards, Los Angeles, USA

Silver Medal in Print Design

2003, Annual BDA Design Awards, Los Angeles, USA

Gold Medal in Animation & Design

2002, Annual BDA Design Awards, Los Angeles, USA

Bronze Medal in Student Print Design

2002, Annual BDA Design Awards, Los Angeles, USA

Jhamandas Watumall Fund Scholarship

2002, First Hawaiian Bank, Hawaii, USA

Morris Sheer Fellowship for Outstanding Portfolio

2002, SCAD, Savannah, USA

Second position in Design Thesis '98, SPA

1998, JNTU, Hyderabad, India

First position in Logo Competition, Logo of 'SPA'

1998, SPA, JNTU, Hyderabad, India

Second in Photography Competition - Nostalgia

1996, National Association of Students' of Architecture (NASA), India

Design Competition Honors

1995, Indian Institute of Architects, India

First position in Photo~ Competition - Explosion

1995, NASA, India

PROFICIENCY

Creative/Art Direction • Concept, Design, Management • Branding • Brand Maintenance • Channel Packaging • Show Packaging • Event Packaging • Brand Integration • Promotions for Broadcast and Film • Expertise in Visual Presentation

Establishing Design Teams • Team Leadership • Budget and Scheduling • Public Relations • Client Relations • Employee/Employer Relations • Standardising Presentation Techniques • Research and Development • Tutoring Teams • Collateral Concept Training • Proficient in Mac and PC Platforms