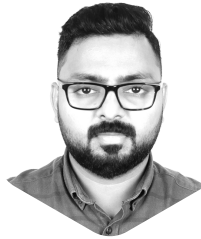




ALEX GEORGE

CREATIVE HEAD



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Ideas and design for new-age and traditional landscapes

If God is in the details, then let's say I consider my work sacred. After 17 years of crafting online and offline creative products, I've grown to handle the fine balance between ideation and execution. Driven to lead and motivate teams to deliver under pressure, the biggest rush for me is seeing a great idea come alive, no matter what the platform.

EXPERIENCE

2022 – Present

NexGen Power Systems
Principal Creative Lead

I am responsible for developing the company's brand identity, managing vendors, collaborating with other departments, staying up-to-date with design trends, and designing effective and visually compelling investor pitches. I play a role in establishing design guidelines to ensure consistency across all marketing and branding efforts, which is essential in creating a strong and recognizable brand for the startup and helping it stand out in a crowded marketplace.

2021 – 2022

Infineon Technologies
Sr. Staff Marketing Communication Specialist

I provided comprehensive support as an in-house agency, including creating digital content for global campaigns, managing animated video content, providing creative direction for photo and video shoots, producing print collateral for global campaigns, and other related tasks.

2010 – 2020

Cypress Semiconductor
Staff Marketing Communication Specialist

As a design professional at Cypress Worldwide, I was responsible for brainstorming, conceptualizing, and executing campaigns. I had experience setting up in-house design teams and mentoring junior designers to sharpen their skill sets and ideas. My expertise included designing for events and providing creative direction for photo and video shoots. I coordinated with development teams to ensure a smooth workflow and worked with vendors for 3D modelling, animation, mobile apps, and other related tasks.

2007 – 2010

Ogilvy & Mather
Sr. Art Director (Digital)

As a digital advertising professional, I created all digital advertising assets for Lenovo Worldwide. I actively participated in business pitches for Nike, Greenpeace, Lenovo, IBM, and other brands. I helped and mentored junior designers to sharpen their skills and acquire new ones. I worked closely with brand planners, account handlers, and writers to ensure the completion of jobs within given timeframes. Additionally, I was in charge of B2B digital marketing materials for IBM.

2005 – 2007

Visualnet
Sr. Web Designer (Digital)

I was responsible for the conceptualization and execution of campaigns for digital and print media. I handled projects for digital, print, animation, events, direct marketing, and other areas. Additionally, I built relationships with existing clients to upsell and cross-sell. I represented the Sales and Marketing Solutions team and helped set up a digital team.

BRAND EXPERIENCE

Lenovo Worldwide, AMD, IBM, LinkedIn, VMware, Microsoft, Wipro, Cypress Worldwide, Kensington, SAP, Symphony, Confident Group, HP, Saatchi & Saatchi, HID, Biospectrum, 24/7 Customer, Cybermedia, CIOL, CheckPoint and more.

CAREER RECOGNITION

Gold on DotCOMM award 2019
for excellence in web and digital marketing

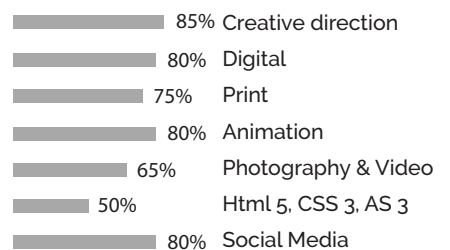
Runner-Up: The Webby Awards
Microsoft web Excellence challenge 2010

Designlicks (Site of the day 31 August 09)

New Web Pick (Super pick of the world)

Ogilvy Red champion 2009
Award for outstanding contribution to the Ogilvy Lenovo Hub

EXPERTISE



EDUCATIONAL QUALIFICATION

B.Com (Calicut University, Calicut)
Digital Marketing (IIM, Bangalore)

LINGUISTIC ABILITIES

To Speak : English, Malayalam and Tamil
To Write : English, Malayalam

PERSONAL DETAILS

Date of Birth: 17th December, 1984