

# Sharath R

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Senior designer specialising in data visualisation and information design, with 8 years across editorial, nonprofit, and tech. Strong copywriter. Have grown social engagement for The CapTable by 100%.

Looking for a role as a data visualisation specialist, or communications designer; ideally both.

## WORKPLACES

- Jan '26—Present **Polaris School of Technology · Design Strategist**  
Took charge of the institute's brand marketing design. Wrote and designed collaterals for several platforms: Instagram, YouTube, WhatsApp, and its own website. Handled the entire pipeline from ideating, copywriting, designing, printing, and deploying 2,000+ copies of industry outreach magazines—read by hundreds of startup CXOs. Designed the entire package of a premium gift box, and deployed it to 10,000+ entrants.
- Jul '18—Dec '25 **Freelance · Animator & Designer**  
Edited and designed longform reports for **IIM-A Ventures**, and Centre for Internet & Society  
Edited and designed a fundraising deck for Hello Tempayy  
Created animated videos for **Nandan Nilekani's Societal Platforms, and Gaurav Raina**  
Illustrated for **Firstpost, Pratham Books, Gaysi, and The YP Foundation**
- Nov '23—Dec '25 **YourStory | The CapTable · Senior Visual Designer**  
**Data storytelling:** Cleaned up data and created over 50 infographics and 20 cover illustrations a month, with sharp, engaging, standalone visual narratives, published to a reader base of 100,000+.  
**Copywriting:** Handled all promotional copy, condensing 3,000-word longform stories into 100-word teasers. After I took over, engagement went up by over 100% on LinkedIn, and by 82% on X, YoY.  
**Defined and maintained The CapTable's brand identity.** Every last visual on The CapTable has been ideated, iterated, and created by me.
- Jul '22—Sep '23 **Wadhvani AI · Communications Design Associate**  
Designed several visually rich communications collaterals, including **the company's first annual report** and ones documenting its various AI solutions, which were successfully used to **seek government funding for the same**.  
Created logos, videos, illustrations, and animations for the org's mobile applications, **used today by thousands of rural Indian women and farmers**.  
Created and maintained lasting brand guidelines for all of the above, **still used across at least 8 product teams**.
- Jan '20—Jul '22 **The Ken · Editorial and Product Designer**  
Made comprehensive, data-rich infographics and illustrations for The Ken's stories and newsletters, **exclusive to its 45,000+ paying subscribers**.  
Interviewed users, compiled feedback, and restructured The Ken app and website's UX, to enable more product and publication frequencies. Designed all of the erstwhile newsletter logos and podcast artwork.
- Mar-May '19 **Oxfam India · Illustrate for Impact Fellowship**  
Deployed several illustrated posters in collaboration with Yuva, a local nonprofit, depicting what normalised child labour looks like in North Delhi's working class hubs.

## EDUCATION

Apr '14—Jan '19 **National Institute of Design, Ahmedabad · Bachelor of Design (B.Des)**

## SKILLS

- Generative AI tools** Proficient with ComfyUI and DrawThings; prefer a light-touch approach and know when not to use AI.
- Design software** Figma, Procreate, Sketch, Blender, the Affinity Suite (Designer, Photo, Publisher), the Adobe Suite (Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Lightroom)
- Other software** Microsoft Word, PowerPoint, Excel (know my way around pivot tables!)
- Other skills** Strong grasp of copywriting; can effectively write for UI, documents, and CTAs  
Handy with a camera, professionally shooting, and editing.
- Known languages** English, Hindi, Tamil, Kannada

References available upon request