

YESHWANTH RAO

CREATIVE DIRECTOR | TRANSFORMING BRANDS THROUGH 360° VISUAL STORYTELLING

Bengaluru, India | +91 82975 85103 | yeshwanth.srao@gmail.com | linkedin.com/in/yeshwanth-s-581a4887

EXECUTIVE PROFILE

Creative executive and strategic advisor with 14+ years spanning creative design, filmmaking education, video production, motion graphics and integrated campaigns, including 11+ years in full-time industry roles. Experienced in establishing creative vision, standards and operating workflows; leading multidisciplinary teams; advising senior stakeholders; and overseeing cross-channel portfolios for 100+ brands across sports, FMCG, healthcare, finance, education and lifestyle. Pioneered Generative AI-enabled workflows across ideation, storyboarding, pre-visualization and post-production support to improve speed, consistency and creative quality.

CORE COMPETENCIES

Creative Vision & Standards | Motion-Led Storytelling | Video & Motion Portfolio Leadership | Pre-Production & Post-Production | Integrated Campaigns | Executive Advisory | Stakeholder Management | Team Leadership & Coaching | Workflow Governance | Quality Management | Resource Allocation | Production Budgeting | Vendor Partnerships | Brand Alignment | Creative Technology & Generative AI

SELECTED LEADERSHIP IMPACT

- Established and led creative standards, review processes and high-volume production workflows supporting 100+ brands and complex, deadline-driven briefs.
- Conceptualized and designed 1000+ sports marketing, sponsorship and brand partnership proposals, translating business priorities into persuasive visual narratives.
- Led designers, editors, animators, illustrators, copywriters and presentation specialists across video, motion, graphics and integrated campaign delivery.
- Integrated Generative AI into campaign ideation, moodboards, scripts, storyboards, visual prototyping and presentation development to accelerate creative decision-making.

PROFESSIONAL EXPERIENCE

Creative Director - Head

Apr 2023 - Present

ITW Consulting Pvt. Ltd. | Bengaluru, India

- Establish creative vision, quality standards and operating workflows for video, motion graphics, design and presentation functions, aligning output with business priorities across 100+ brands.
- Partner with business leaders, strategists, account teams and client stakeholders to define priorities, shape motion-led storytelling strategies and guide major brand, campaign and sponsorship initiatives.
- Serve as a senior creative advisor, translating complex briefs into clear content strategies, campaign narratives, visual systems, scripts, pitch decks and executive-ready recommendations.
- Lead and coach multidisciplinary teams of designers, video editors, animators, illustrators, copywriters and presentation specialists; set direction, review work and strengthen delivery capability.
- Oversee cross-channel creative portfolios spanning TVCs, digital video, social, influencer content, print, outdoor, branded content, sales enablement and integrated 360-degree campaigns.
- Plan resources, coordinate specialist partners and maintain brand alignment, production quality and delivery discipline under tight timelines and competing priorities.
- Spearhead Generative AI adoption across ideation, moodboarding, script exploration, storyboarding, pre-visualization and presentation prototyping using ChatGPT, Gemini, Adobe Firefly, Midjourney, Runway and Stable Diffusion.

Manager of Video Production

Jul 2021 - Mar 2023

upGrad Education Pvt. Ltd. | Bengaluru, India

- Managed end-to-end video production for academic, marketing and digital learning content across in-house teams and external vendors.
- Led video producers, editors, animators and graphic designers; allocated work, set delivery priorities and maintained quality across a high-volume production portfolio.
- Coordinated academic, content, production and post-production stakeholders in a matrixed environment to manage schedules, approvals, risks and final delivery.
- Strengthened production planning, tracking, editing supervision, motion graphics coordination and quality control, reducing bottlenecks and improving workflow visibility.

Senior Manager - Media Communications

Jul 2018 - Jul 2021

Cybernetyx Interactive Pvt. Ltd. | Noida / Bengaluru, India

- Produced and managed commercials, documentaries, corporate films, training videos, animation and event coverage from concept through post-production.
- Partnered with internal teams and clients to define creative requirements, storytelling approach, production timelines, visual direction and delivery standards.
- Supervised graphics, video, motion graphics, animation and presentation output, ensuring brand consistency, quality control and timely completion.
- Managed complex production requirements across multiple stakeholders and external collaborators while balancing creative ambition with delivery constraints.

Senior Lecturer - Filmmaking

Aug 2017 - Aug 2018

Creo Valley School of Film & Television | Bengaluru, India

- Designed filmmaking and visual communication curriculum for Diploma and Advanced Diploma programs and led practical workshops, shoots and student advisory sessions.
- Conducted 12+ seminars on design, media and filmmaking for undergraduate learners, strengthening coaching, presentation and talent-development capability.

Academic Consultant / Coach

Jul 2010 - Sep 2013

Creo Valley School of Film & Television | India

- Supported filmmaking education, practical training and creative guidance for students and early-career creators.

Creative Designer

Aug 2011 - Aug 2013

Destiny Designers | India

- Created web, UX, motion graphics and graphic design assets for client projects across digital and visual communication formats.
- Supported concept development, layout design, animation and production-ready asset delivery.

SELECTED PROJECTS

1. [**Fortune Refined Soybean Oil - 360-Degree Campaign:**](#) Designed a Holi-led integrated strategy across TVCs, digital, influencer activation, OTT, print, outdoor and in-store formats.
2. [**Grundfos SCALA2 – Script to TVC Campaign :**](#) Led art direction and scripting, repositioning a technical water-pressure booster as a smart lifestyle solution.
3. [**HMD Nokia 130 Music - Regional TVC:**](#) Directed the creative route for a culturally rooted, music-led brand film designed to strengthen relevance in North India.

4. [Emversity Allied Healthcare - Awareness Campaign](#): Developed a mini-series-led content approach repositioning allied healthcare as an aspirational career path.
 5. [Nandini Milk x Royal Challengers Bengaluru](#) : Led the integrated partnership campaign across match-day content, digital, OOH, PR and event branding, connecting Nandini's Karnataka heritage with RCB's regional fan base.
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TOOLS & CREATIVE TECHNOLOGY

Adobe Creative Cloud: After Effects, Premiere Pro, Photoshop, Illustrator | Video & 3D: DaVinci Resolve, Blender, motion systems and pre/post-production workflows | Generative AI: ChatGPT, Gemini, Claude, DALL-E, Sora, Adobe Firefly, Midjourney, Runway, Stable Diffusion, Canva AI, AI storyboarding, AI filmmaking and node-based AI workflows

EDUCATION & CREDENTIALS

- Advanced Diploma in 3D Animation and Visual Effects | Maya Academy Of Advanced Cinematics (MAAC)
- Bachelor of Multimedia (BMM) | Completed Core coursework – 2017 | International Academy Of Computer Graphics (IACG)

ADDITIONAL INFORMATION

Languages: English, Hindi, Telugu, Tamil and Marathi | Portfolio: Available on request