PRAMOD

Help create impactful visual storytelling that drives engagement and decision-making through strategic processes, data-driven insights, and emotionally resonant narratives.

Pramod Medichalam | +91.91777.72192 | pramod@pramodnm.com | www.pramodnm.com

- Strategic Creative Consultant and visual storyteller with over 25+ years of extensive expertise in multi-platform visual design, emerging technologies, and team management.
- Adept at formulating cohesive creative roadmaps and operational frameworks for centralized, cross-functional design hubs.
- Proven track record of collaborating intimately with executive leadership to convert corporate objectives into user-friendly, reliable, and resonant interactions spanning multiple digital touch points.
- Possesses a unique blend of conceptualization, technology application, and operational efficiency, making him highly capable of unifying digital user experience (UX) initiatives with promotional operations to guarantee a seamless brand voice.

Experience

Jan 2024 – Present
Leader for Emerging Media | Pursuits COE One
Growth & Purpose Office,
Deloitte India (Offices of the US)
Hyderabad, Telangana, India

• **Construct and mentor extensive** groups of seasoned design experts to formulate and deliver cohesive, data-driven creative strategies across multiple platforms.

• **Unify digital user experience** initiatives with promotional operations, fostering cross-team collaboration and adopting new creativity platforms to ensure a seamless narrative across all internal and client-engaged interfaces.

• **Drive agile production methodologies** and integrate innovative, emerging technologies while prioritizing highly user-friendly and resonant visual interactions.

• **Collaborate intimately with executive stakeholders** to convert business requirements into high-profile projects that emotionally and rationally engage the target audience.

Sept 2019 – Dec 2023
Design Leader | Advisory & Consulting Teams | PCOE

• **Strategic Campaign Orchestration:** Collaborated with executive leadership to construct resonant, intuitive digital journeys, fusing big-picture thinking with a strong focus on aesthetics and simplicity.

• **Spatial & Digital Experience Construction:** Pioneered the use of spatial computing in corporate pursuits, notably directing the "USI Advisory VR Experience," which swept the 2022 ICE Awards for Design of the Year, Story of the Year, and Excellence in Digital Media.

• **High-Stakes Proposal Leadership**: Guided the creative execution for top-tier global pursuits, including the NYPA, Deutsche Telekom, and Indiana University proposals, ensuring each delivered an emotionally compelling core message.

• **Promotional Synergy:** Directed "The Power of One" campaign, earning dual Gold recognition at the 2021 Green Globe Awards for Best Pursuit Campaign and Best Talent Acquisition Campaign, as well as the 2023 ICE award-winning Dave & Buster's, Meta Animation/Video Production.

Sept 2017 – Aug 2019
Service Area Lead | Creative Development | Market Development
US India Client Market & Growth Office,
Deloitte India (Offices of the US)
Hyderabad, Telangana, India

• **Operational Oversight:** Instituted robust operational frameworks that improved team productivity through passion, motivation, and mentorship, prioritizing cross-functional collaboration.

• **Execution Precision:** Transformed conceptual ideas into practical, high-value visual stories by matching the right media technology to the precise needs of the target audience.

• **Award-Winning Foundations:** Spearheaded early multimedia initiatives that established a benchmark for digital excellence, highlighted by the "DCMI video," which won the Gold Award for Best Media Outcome at the 2019 Green Globe Awards.

2010 – 2017
Creative Director
TV9 Network, Associated Broadcasting Company Private Limited
Hyderabad, Telangana, India

• **Served as the singular strategic design lead** for multiple broadcast channels, managing large cross-functional teams across Online Graphics, Program Packaging, Marketing, and Studio Design.

• **Instituted robust benchmarks** for creative brilliance and precise execution, developing high-production-value visual presentations and versatile asset libraries that enabled rapid deployment with limited resources.

• **Pioneered the integration of new media platforms** and techniques (such as Virtual Reality and AR design for elections), establishing a distinct, industry-leading visual identity for the network.

• **Refined and streamlined production operations,** improving delivery rigor without compromising on aesthetic quality or conceptual depth.

2009 – '10
Creative Director
Shunya Design Private Limited
Hyderabad, Telangana, India

2007 – '09
Art Director
Marketing and Promotions,
New Delhi Television (NDTV)
New Delhi, India

2005 – '07
Art Director
Middle East Broadcasting Networks (MBN)
Springfield, Virginia, USA

2004 – '05
Senior Broadcast Designer
Big Pink Inc.
Manhattan, New York, USA

2003 – '04
Broadcast Designer
Liquid Light Inc.
Manhattan, New York, USA

2001 - '03
Web Production Personnel
SCAD Online Learning Center
Savannah, Georgia, USA

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

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Core Competencies

- **Creative Strategy & Governance:** Championing centralized creative visions, ensuring meticulous quality control, and procedural oversight tailored for complex corporate environments.
- **UX Design Management & UI Architecture:** Expertise in user experience, information design, interaction design, and prioritizing user-centric approaches backed by data.
- **Cross-Functional Team Expansion:** Constructing, expanding, and mentoring extensive groups of seasoned visual storytellers, design experts, and promotional strategists.
- **Scalable Creative Systems:** Developing and advancing scalable creative architectures, structural models, and versatile asset libraries that drive rapid deployment while sustaining premium output.
- **Emerging Technologies:** Highly proficient in utilizing AR/VR, 2D/3D motion design, and VFX to create memorable, emotionally engaging experiences.

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

Accolades

2026, Sasi Creative Colleges, Coimbatore, India
Chief Guest for Graduation Ceremony and Keynote Speaker,
Stellar Achiever Award, UI/UX Design

2024, Innovation and Creative Excellence (ICE) Awards, Deloitte, USA
Excellence in Digital Media - HNI Video Animation Production,
Story of the Year - HNI Video Animation Production

2023, ICE Awards, Deloitte, USA
Excellence in Digital Media - Dave & Buster's Video Production,
Story of the Year - Meta Animation/Video Production,

2022, ICE Awards, Deloitte, USA
Excellence in Digital Media - USI Advisory VR Experience,
Story of the Year - USI Advisory VR Experience,
Design of the Year - USI Advisory VR Experience,
Pursuit of the Year - NYPA Proposal

2021, Green Globe Awards, Deloitte Global
Gold Winner, Best Pursuit Campaign - The Power of One

2021, Green Globe Awards, Deloitte USA
Gold Winner, Best Talent Acquisition Campaign,
Gold Winner, Best Pursuit Campaign - The Power of One

2021, ICE Awards, Deloitte, USA
Excellence in Digital Media - The Power of One,
Story of the Year - The Power of One,
Design of the Year - Indiana University Proposal

2020, ICE Awards, Deloitte, USA
Pursuit of the Year - Deutsche Telekom Proposal

2019, Green Globe Awards, USA
Gold Winner, Best Media Outcome - DCMI video

2016, News Television Award, New Delhi, India
Best Studio Design - Election 2014,
Best Innovative Technique and Technology,
usage in News Graphics - Hologram,
Best Show Packaging - Hot Wheels,
Best Entertainment Show - Entertainment Tonight,
Best News Debate - News Watch,
Best Daily News Show - News at 10pm

2014, News Television Award, New Delhi, India
Best Studio Design (Virtual) - IPL Studio,
Best Innovative Technique and Technology,
usage in News Graphics - Assembly House,
Best Show Packaging - Gadget Guru,
Best Sports News Show - Masai Cricket,
Best Entertain~ News Programme - Weekend Cinema,
Best Innovative Technique and Tech - Bye Elections

2013, News Television Award, New Delhi, India
Best Business Talk Show - Union Budget 2012,
Best Studio Design (Virtual) - 30 Minutes

2012, News Television Award, New Delhi, India
Best Innovative Technique and Technology,
usage in News Graphics - Padmanabha Temple

January/February 2004 issue
Featured Designer of the Year for Motion Graphics,
Featured Designer of the Year for Web Design,
Step Inside Magazine (USA)

2003, Annual Broadcast Design Awards (BDA), Los Angeles, USA
Gold Medal in Animation & Design,
Silver Medal in Print Design

2002, Annual BDA Design Awards, Los Angeles, USA
Gold Medal in Animation & Design,
Bronze Medal in Student Print Design

2002, First Hawaiian Bank, Hawali, USA
Jhamandas Watumall Fund Scholarship

2002, SCAD, Savannah, USA
Morris Sheer Fellowship for Outstanding Portfolio

1998, School of Planning and Architecture, JNTU, Hyderabad, India
Second position in Design Thesis'98, SPA
First position in Logo Competition, Logo of 'SPA'

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

Second in Photography Competition - Nostalgia

1995, Indian Institute of Architects, India
Design Competition Honors

1995, NASA, India
First position in Photography Competition - Explosion