

Contacts

P: +91 944 596 7988
E: arunzp.ae@gmail.com
W: arun.softread.in
L: arunselvan-paramasivam
A: Chennai, India

Core Competencies

Design & Visualization

High-Stakes Pitch & Proposal Design
3D Modeling & Visualization
Script Writing & Video Editing
Data Visualization & Infographics
UI/UX Design (Dashboard & SharePoint)

Leadership & Strategy

Stakeholder Management
Process Innovation & Automation
Mentorship & Team Development
Business Acumen & Market Expansion

Tools & Technologies

Adobe Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro
Microsoft Suite: Word, PowerPoint, Excel, Power Automate, List, SharePoint
Interactive: PowerPoint, Ceros, Journeys
UI/UX: Figma, WordPress, Adobe Xd, HTML, CSS
3D: Blender (Learning), CATIA

Education

B.E. Aeronautical Engineering
Hindusthan College of Engineering & Technology, Coimbatore
2014 -2018

Interests & Projects

Photography: Exploring composition and visual storytelling through landscape and portrait photography.
Science Blogging: Researching and writing articles that break down complex topics, from the latest technological research to foundational scientific principles.
Tinkering & Prototyping: Building and repairing electronics to explore new solutions to everyday problems.

Arun Selvan
Paramasivam

Senior Graphic Design Analyst

Professional Summary

"Exceptional" rated Senior Graphic Design Analyst and emerging creative designer with a proven track record of translating complex business objectives into compelling visual narratives that drive measurable revenue growth. Recognized as the "first choice" for APAC stakeholders, I combine innovative problem-solving with advanced design expertise to deliver high-impact marketing materials that exceed business objectives. Current expertise includes PowerPoint presentation design, Word document layout, SharePoint design, marketing automation, newsletter design, advertisement design, video editing, animations, social media asset creation, and mini webpage design.

Professional Experience

JLL (Jones Lang LaSalle) | Chennai, India

Senior Graphic Designer
Dec 2022 - Present

- Business Impact & Revenue Generation:** Spearheaded creative design for high-stakes pitches, directly and indirectly contributing to securing over ₹2300 Crores in new business deals across APAC.
- Process & Tool Innovation:** Conceptualized and developed the 'Designer Kit,' using AI a suite of tools featuring the 'MapScribe' application, which reduced the time to create complex maps from 5 hours to under 45 minutes—an 85% efficiency gain adopted by the team.
- Leadership & Initiative:** Voluntarily managed the entire APAC design workflow for seven months, overseeing project intake, delegation, and stakeholder communication. Actively mentored new designers and conducted quality control to build a more reliable design team.
- Performance Excellence:** Consistently achieved top-tier metrics, including a 118% utilization rate, 100% Client Satisfaction Score (CSAT), and 100% project timeline

WIPRO | Chennai, India

Graphic Designer & Production Specialist
2019 - 2022

- Managed the end-to-end creative workflow** for a key design account, leading a 5-person team as SME and produced a high volume of assets including adverts, brochures, and logos.
- Authored the team's official Standard Operating Procedures (SOPs)** for design and branding, creating a unified standard that improved quality and consistency across all client deliverables.
- Proactively upskilled the team by identifying knowledge gaps** and providing targeted mentorship, leading to a significant improvement in the quality and creativity of their work on challenging projects.
- Consistently recognized by management for creative excellence**, earning frequent commendations and the "Top Performer" award for three consecutive years (2019, 2020, 2021).