



@ jinsbaby@gmail.com
+91 808 988 5515

CORE EXPERTISE

- Brand Strategy & Identity
- Visual Communication & Branding
- Executive & C-Level Presentation Design
- Design Systems & Brand Governance
- Typography & Layout Design
- ADA-Compliant Design
- AI-Enhanced Creative Workflows

DESIGN & AI TOOLKIT

Design & Creative

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Acrobat
- Figma
- Canva
- Microsoft PowerPoint

AI-Assisted Tools

- ChatGPT
- Claude
- Adobe Firefly
- Microsoft Copilot
- Canva AI

JINCE BABY

CREATIVE DESIGN LEADER | BRAND, MARKETING & COMMUNICATIONS DESIGN

PROFESSIONAL SUMMARY

Creative Design Leader and Brand & Visual Communication Designer with 20 years of experience creating impactful branding, visual communication, and marketing solutions across technology, publishing, professional services, and global enterprises.

Expert in brand identity, design systems, visual storytelling, executive presentations, sales enablement, and accessibility-focused design. Proven ability to partner with executives and business leaders to translate complex objectives into compelling visual experiences that strengthen brands and drive results.

Recognized for creative excellence, strategic thinking, hands-on execution, and leveraging AI-powered tools to enhance innovation, efficiency, and design quality.

PROFESSIONAL EXPERIENCE

Assistant General Manager - Design

2025 - Present

[Infojini Inc.](#) | [Mumbai](#) | [Remote](#)

- Partner with C-level leadership to drive brand consistency, visual communication strategy, and creative excellence across marketing, sales, recruitment, and corporate initiatives.
- Lead the development of high-impact client-facing presentations and executive communication assets, including strategic presentations for U.S. Government organizations, while creating scalable PowerPoint template systems that strengthen brand perception and support business growth.
- Spearheaded the creation and implementation of Infojini's Brand Guidelines and Brand Book, establishing visual identity standards, typography systems, color frameworks, accessibility standards, and design best practices across digital and print channels.
- Design and deliver high-impact marketing and sales enablement assets, including executive presentations, brochures, case studies, eBooks, white papers, landing pages, infographics, social media campaigns, event collateral, and recruitment marketing materials.
- Ensure ADA-compliant and accessibility-focused design standards across presentations, documents, and digital assets in alignment with U.S. accessibility requirements and best practices.
- Collaborate closely with executive leadership, sales, marketing, recruitment, and business stakeholders to transform strategic objectives into compelling visual communication solutions.
- Serve as the primary design authority for the marketing function, overseeing the quality, consistency, and effectiveness of all creative assets produced across the organization.
- Provide creative direction, design reviews, mentoring, and hands-on training to marketing team members on branding, visual communication, presentation design, accessibility standards, and design best practices.
- Explore, evaluate, and integrate AI-powered creative tools and workflows to improve ideation, content visualization, design productivity, and overall creative efficiency.



PROFESSIONAL EXPERIENCE

Manager - Branding & design

Altudo | Delhi & Gurugram | Remote

2022 - 2025

Brand Identity Management:

- Develop brand essence and ensure consistency across all channels.
- Brand Campaign Oversight: Lead the execution of digital and print brand campaigns.
- Creative Collaboration: Work with the creative agency and marketing teams to produce engaging assets aligned with brand identity.

Marketing Collaboration:

- Align brand initiatives with marketing goals and proactively develop promotional assets.
- Design compelling assets for product campaigns to enhance brand visibility and engagement.

Event & Webinar Creatives:

- Create diverse assets for international IT events, including booth graphics, digital marketing materials, and event collateral.
- Produce impactful videos for marketing and promotional use.

Website Assets:

- Craft landing page designs that optimize user experience and drive conversions.

eBooks, White Papers & Infographics:

- Design eBooks that effectively communicate technical and marketing content.

Launch Creatives:

- Develop product brochures, demos, interactive PDFs, and videos.

Sr. Associate - Brand & Marketing

EY | Kochi | Infopark

2012 - 2021

- Delivered creative brand and marketing design services for EY in the UK, Australia, and Hong Kong.
- Developed new design concepts, ensuring quality assurance meets EY's standards as an Illustrator and infographic specialist.

Artist - Editorial Desk

The Week | Malayala Manorama | Kochi

2006 - 2011

- Designed editorial infographics, data visualizations, and photo illustrations to effectively communicate complex stories and information.
- Created magazine cover designs, article title treatments, and visual concepts that enhanced reader engagement and strengthened editorial storytelling.
- Managed the overall magazine layout and page design, ensuring high-quality visual standards across weekly print editions.
- Updated and maintained The Week Online, delivering visually consistent and timely digital content for web audiences.



DESIGN PORTFOLIO: VIEW SELECTED WORK

PORTFOLIO.





EDUCATION

R.L.V.College Of Fine Arts, Kochi, Kerala
Bachelor Of Fine Arts, Applied Art | 4 Years

2001 - 2005

Arena Multimedia, Aptech Limited Kerala, India
Advanced diploma in Internet and multimedia, Internet & Multimedia

2000 - 2001



CERTIFICATIONS

Certificate of AI Capabilities and Limitations
Issued by Anthropic

2026

Certificate of AI Fluency Framework & Foundations
Vanderbilt Anthropic

2026

Certificate of Introduction to Claude Cowork
Issued by Anthropic

2026

Certificate of AI for Work Skill Badge
Issued by Asana

2025



AWARDS

Scholar of the Function Award
Altudo, Gurugram

2022

EY Award for Excellence in Design & Illustration
EY, Kochi

2020

EY Extra Miler Award for Exceptional Client Service
EY, Kochi

2017

Won EY Branding Zone Global Contest
EY, Kochi

2013

Award for Best Magazine Cover design
The Week, Malayala Manorama, Kochi

2007



REFERENCES

Akhil Mittal

Chief Marketing Officer, Successive Digital

Former Senior Vice President, Global Sales & Marketing, Altudo
(Former Reporting Manager)
+91 958 221 8122

Sushmita (Susan) Patra

AVP - Growth, Saxon AI

Former Director of Sales, Altudo
(Professional Associate and Cross-Functional Stakeholder at Altudo)
+91 837 390 5798

Aakash Kalani

Associate Director of Marketing, Infojini Inc.

(Reporting Manager)
+91 860 045 5104



[linkedin.com/in/jincebaby](https://www.linkedin.com/in/jincebaby)





TESTIMONIALS OF EXCELLENCE: KEY HIGHLIGHTS



"Working with Jince as his manager has been an incredibly rewarding experience. Jince isn't just a skilled Brand Manager and Creative Lead at Altudo; he's a driving force behind our brand's visual identity and consistency. From day one, Jince has shown a deep commitment to excellence, with an extraordinary ability to bring concepts to life with precision, creativity, and insight. His work speaks for itself – 99% of his designs pass through with no need for revisions, a rare feat that underscores his profound understanding of our brand and his attention to detail.

Together, we've built Altudo's brand guidelines and crafted comprehensive brand books that set the standard for our visual storytelling. His collaborative nature and responsiveness to feedback make him an ideal partner in brand-building. Jince not only listens carefully but thoughtfully integrates feedback, ensuring every project aligns with both strategic goals and high-quality design standards. He's proactive in problem-solving and consistently pushes the boundaries to elevate our brand's presence.

Beyond his technical expertise in Adobe Creative Cloud and cross-platform design, Jince brings warmth and genuine passion to the team. His creative background as an artist infuses his work with originality and depth, while his professionalism and positive attitude make him a joy to work with. Altudo is stronger because of Jince, and I wholeheartedly recommend him as a creative leader, a consummate professional, and a fantastic person to work with.

-PK"

Prabhakar Kaushik (PK)

Associate Vice President (Former), Altudo.

Role: Direct Reporting Manager at Altudo until December 2023.



"Jince is a highly skilled graphic designer who possesses a deep understanding of design principles, aesthetics, and user experience. His impressive portfolio of work showcases his ability to create visually stunning designs that are both pleasing to the eye and highly effective in achieving their intended purpose.

What sets Jince apart is his ability to take a design brief and turn it into a masterpiece. He has a keen eye for detail and an exceptional ability to translate complex concepts into simple, yet impactful designs. His creative flair, combined with his technical expertise, makes him an invaluable asset to any project."

Aakash Kalani

Former Associate Director, Altudo.



"Jince is very conscientious, focused and a great designer. He goes above and beyond to make sure projects run smoothly and to deliver on time as well as a great collaborator. He has worked on a number of high-profile projects and his work has supported real impact in the market. Thanks Jince!"

Nicola McGregor

Global Government and Infrastructure Senior Marketing Manager, EY, UK.



TESTIMONIALS OF EXCELLENCE: KEY HIGHLIGHTS



"From graphics to videos, Jince always offered super helpful and relevant suggestions and turned around content well within deadlines. I appreciated his patient, calm and focused approach, which is especially critical when delivering content for high-profile projects. I hope we will have the opportunity to work together again in the future."

Barbara Burgess

Former Associate Director, EY, New York.



"Jince is my go-to in the creative team at EY. He is extremely talented and creative. Always thinks outside the square and pushes the boundaries to come up with something that is new and exciting in how we present our work but still in keeping with the brand guidelines of the company. Recently I had Jince work on some UI design for me as I was designing an internal site. His work was excellent and better than our internal UI designers! "

Liz Heathwood

Former Global Talent development & HR Lead, EY, Australia.



"Jince Baby is one of the veteran designers on my "go to" list that I've had the pleasure of working with now for several years. It's always a pleasure to see creatives hone their craft successively from project-to-project. He's part of a high-performing team and has been instrumental in that team's collective success. I should mention that he's one of the most talented illustrators on the team with an unrivaled technical skill."

Heath McKay

Former Marketing Director, EY, Boston, USA.



"Jince thinks out of the box, whilst working under tight constraints. We have a great working relationship and long may it continue. I would highly recommend Jince for large and small scale projects his attention to detail is also very impressive. Thanks Jince for all your wonderful work to date!!"

Dawn Mansell

Global Brand Marketing & Communications Leader, EY, UK.



"I had the pleasure of working with Jince on several marketing and branding projects for EY's Consumer Products and Retail sector programs for about a year. He is very smart and is quick to understand any business content when is given to him. He can easily analyze his client's expectations from the design work that is required of him. He always was approachable and met his deadlines. These traits and qualities are very important when you work in a fast and highly demanding workplace."

Neslihan Guner

Former Marketing & Communications Coordinator to Global CPR Sector, EY, Turkey.