



Satheesh Chandran

Associate Creative Director

With over 12 years of experience in design and marketing, I specialize in shaping creative systems that connect storytelling with performance across digital, e-commerce, and quick commerce platforms.

As an Associate Creative Director at HiveMinds, I lead and mentor creative teams, drive the evolution of design language, and establish scalable frameworks that balance brand consistency with conversion goals. From PDPs and brand stores to packaging, campaigns, and digital-first experiences, I ensure every creative asset aligns with platform guidelines while pushing boundaries.

I've collaborated with leading brands such as Mars (Pet Division), Titan, IFB, V-Guard, BigBasket, Abbott, Crompton, and Pidilite—building everything from packaging and brand guidelines to social storytelling and marketplace-first innovations. Experienced in fast-paced, data-driven environments, I bring together creativity, consumer insight, and performance marketing expertise to craft design ecosystems that scale, inspire, and convert.

Curious by nature and committed to building better systems, I take pride in designing work that not only delivers measurable results but also inspires long-term impact.

Experience



Associate Creative Director @ HiveMinds Innovative Market Solutions

Aug 2021 – Present

- Mentored and encouraged creative teams to nurture a positive work culture while collaborating with internal and external strategic partners to craft digital and social media marketing products aligned with the latest industry practices. Spearheaded storytelling across formats and platforms – ensuring quality, reliability, and platform-specific compliance.
- Started my journey at HiveMinds as a Creative Lead, leveled up to Senior Creative Lead, and now rocking it as an Associate Creative Director—same passion, just with a bigger canvas (and way more tabs open).



Deputy Manager – Design @ Team Pumpkin

Mar 2019 – July 2021

- Digital Media Advertising, Graphic Designing, Client Pitching and Social Media. Worked on many top brands including ITC, Vision Express, Columbia Asia, Sequel Logistics and many more



Senior Graphic Designer @ Enthusionz

May 2016 – Nov 2018

- Thinking creatively to produce new ideas and concepts and developing interactive design.
- Meeting clients or account managers to discuss the business objectives and requirements of the job.
- Presenting finalised ideas and concepts to clients or account managers.
- Worked as part of a team with copywriters, illustrators, other designers, account executives, web developers and marketing specialists.

Education



Diploma in Digital Imaging (Arena Animation)

2008 – 2009



Masters Diploma in Multimedia & Animation (G Tech Computer Education)

2010 – 2011

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Socials

LinkedIn
[@satheeshlive](https://www.linkedin.com/in/@satheeshlive)

Metaverse
[@satheeshlive](https://www.metaverse.com/@satheeshlive)

Design Tools

Adobe Creative Cloud

Figma

Framer

Additional Intelligent Expertise



Skills

Online Retail

Ad Creatives

Branding & Visual Brand Identity

Packaging & Merchandise

Print & Promotional Design

UI/UX Design

Languages

A English

அ Tamil

മലയാളം Malayalam

अ Hindi

Hobbies & Interests

Pets

Movies

Traveling

Music