

SENIOR ANALYST — CREATIVE DESIGNER · KPMG · CHENNAI, INDIA

Anirudh Ramji

I make things look like they **KNOW** what they're doing.

ar.anirudhramji@gmail.com[+91 98841 92297](tel:+919884192297)behance.net/anirudhramlinkedin.com/in/anirudh-r-753612185

Psst. This one's a PDF. You can't throw them.

ANIRUDH • RAMJI

SKIP THE FUN · 10-SECOND VERSION

Creative designer. 7+ years. 700+ projects.

Brand identity, presentation design, campaigns, visual communication, and digital and editorial design.

Senior Analyst — Creative Designer at KPMG (promoted Oct 2026), working with international stakeholders including Switzerland. Previously Deloitte Digital / 2AdPro, God Particles, DSNL and Kontrast / SIDE B.

Brand identities, visual communication, presentations, campaigns, digital experiences and the occasional design decision that takes **47 minutes longer** than it should.

I've spent 7+ years turning vague briefs, complicated business ideas and **"can we make it pop?"** into things people can actually look at.

Currently making complex things look simple at KPMG. Still collecting references. Still moving things two pixels to the left.

Experience **LEVEL SELECT**

4

KPMG

Oct 2026 – present

Senior Analyst – Creative Designer

LEVEL UP! PROMOTED

Working with international stakeholders, including Switzerland, to translate business complexity into clear, thoughtful visual communication. Presentations, proposals, reports, infographics, internal communications, campaigns and brand-led design systems.

3

KPMG

Jul 2024 – Sep 2026

Business Associate – Creative Designer

Where the current mission started: make important information easier to understand, more engaging to experience and less painful to present.

2

God Particles · DSNL

2021 – 2024

Design & Creative Production

God Particles 2021 · Door Sabha Nigam Limited 2022 – 2024. Different teams, projects and visual communication needs, and the adaptability that comes from not designing the same thing every day.

S

Kontrast / SIDE B

Sep 2021 – Apr 2022

Side quest · Independent creative practice

Kontrast Design & Branding Agency. Branding, identities and campaigns beyond the boundaries of a standard brief. Making things nobody specifically asked for, to learn what kind of designer I want to be.

1

Deloitte Digital / 2AdPro

Jul 2019 – Dec 2020

Creative & Visual Design

2AdPro, now part of Deloitte Digital. Design execution, branding and marketing collateral. Learned that "one small change" is rarely one small change.

Player **STATS**

7+

YEARS



Making visual decisions for a living.

700+

PROJECTS



Briefs, revisions, iterations and suspiciously similar shades of blue.

5+

INDUSTRIES



Professional services, food, automotive, startups, consumer brands.

5

STUDIOS & TEAMS



From Deloitte Digital / 2AdPro to KPMG.

What I **MAKE**

Brand identity

Giving businesses a personality beyond their name and a logo.

Visual communication

Making complicated information easier to understand and harder to ignore.

Presentation design

Proving that PowerPoint doesn't have to look like a PowerPoint.

Campaigns & marketing

Turning messages into visuals people might actually stop scrolling for.

Digital & editorial design

Building consistent visual systems across screens, pages and everything in between.

Creative experimentation

Trying new tools, testing strange ideas and occasionally discovering that the first idea was better.

Tools **INVENTORY**

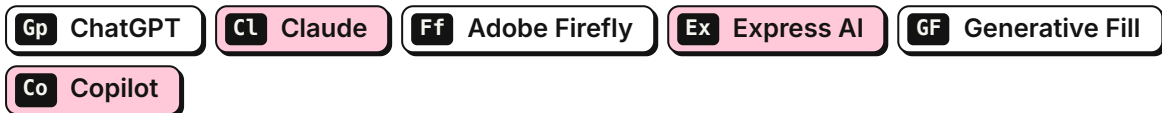
DESIGN & VISUAL CRAFT



UI & DIGITAL EXPLORATION



AI & CREATIVE SIDEKICKS



How I **WORK**

- 1 Collect.**
Save references. Notice strange things. Screenshot something I might never use. Save it anyway.
- 2 Connect.**
Put two unrelated ideas next to each other and see if something interesting happens.
- 3 Make.**
Open the software. Make the first version. Dislike it. Make another.
- 4 Edit.**
Remove everything that doesn't earn its place. Then probably remove one more thing.
- 5 Repeat.**
Because the deadline is tomorrow and the idea just got better.

THE UNOFFICIAL VERSION



Lesson LOTTO

LESSON LOTTO · NO. 0147

"Make it simple" is often the most complicated instruction.

YOU WIN: ONE MORE REVISION

LESSON LOTTO · NO. 0247

Good design is not decoration added at the end. It's how the information makes sense in the first place.

YOU WIN: A MEETING THAT COULD HAVE BEEN AN EMAIL

LESSON LOTTO · NO. 0347

Enterprise design can be creative. It just has a lot more people checking the alignment.

YOU WIN: FINAL_FINAL_V2

LESSON LOTTO · NO. 0447

AI is a useful creative assistant. It still needs someone to tell it when the output looks terrible.

YOU WIN: 'LOVE IT, JUST ONE THING'

ACHIEVEMENTS UNLOCKED

- ✓ Promoted at KPMG, Oct 2026
- ✓ 7+ years of visual decisions
- ✓ 700+ projects shipped
- ✓ Ran an independent practice (SIDE B)
- ✓ Survived "make it pop"

Got a problem worth SOLVING?

Currently at KPMG. Always happy to talk about interesting briefs.

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References come from everywhere: films, music, books, architecture, products, gaming and everyday oddities.