

Sree Venkatesh Bobba

SENIOR VISUAL DESIGNER

Campaigns | Brand | Motion | UI/UX



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PROFESSIONAL SUMMARY

Senior Visual Designer and UI/UX Designer with 8+ years in campaign design, brand visuals and motion graphics for retail and enterprise clients. Five years at Infosys designing year-round Foot Locker campaigns for the North American market (USA and Canada) across email, web, social and app formats, delivering 5,000+ creatives at 5 to 10 per working day, plus corporate marketing videos. Strong in typography, layout, design systems, brand guidelines and Adobe Creative Cloud.

EXPERIENCE

Senior Experience Designer

Infosys, Hyderabad | Oct 2023 – Present

- Design Foot Locker campaign emails, trigger emails, banners and visuals for the North American team (USA and Canada) across the retail calendar: Mother's Day, Valentine's Day, Back to School, Christmas, Black Friday sale, New Year sale and Winter sale.
- Build responsive web pages and campaign components on Adobe Experience Manager (AEM).
- Produce corporate marketing videos and motion graphics, including the kinetic-text Infosys Equinox video.
- Keep brand and design patterns consistent across program deliverables.

Experience Designer

Infosys, Coimbatore and Bengaluru | Nov 2021 – Sep 2023

- Designed creatives for Foot Locker programs, including "because sneakers" and Foot Locker Canada.
- Delivered email, banners, social, stories, app zones, PDP cards and site navigation assets.
- Supported AEM-driven delivery with designers, developers and project managers in Agile teams.

Senior Creative Designer

2AdPro, Bengaluru | Sep 2021 – Nov 2021

- Produced graphic design, packaging, logos, presentations and print assets; supported AEM campaign work for Foot Locker.

Graphic Designer

Ladybird Web Solution, Bengaluru | Aug 2020 – Sep 2021

- Designed social media, brochure, advertising and event assets; created web visuals for the Faveo Helpdesk product.

UX and Graphic Designer

Mobius Development Studio (contract), Scien-IT Solutions | Mar 2018 – Aug 2020

- Designed mobile and web UI, iconography and delivery-ready visuals for global clients; led a website redesign.

Earlier experience

Business Development Representative, Cozient (2015 – 2018); Freelance Graphic Designer (2010 – 2015)

AT A GLANCE

8+

Years of experience

5,000+

Creatives delivered

5 yrs

Foot Locker campaigns

10+

Campaign formats

CORE SKILLS

Visual and campaign design
Brand identity and guidelines
Typography and layout
Motion graphics
Social, email and banner design
Responsive web design
UI and UX design
Wireframing and prototyping
Design systems
AI-assisted design

TOOLS

Figma
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Creative Cloud
Adobe Experience Manager
Claude and ChatGPT

FOOT LOCKER FORMATS

Email, trigger email, social, thin banner, 1UP to 4UP, app zones, PDP card overlay, push, site top navigation, stories.

SELECTED WORK

Infosys Equinox: "Make commerce human" kinetic-text video

Foot Locker: seasonal campaigns, launches and sale creatives

EDUCATION

Bachelor of Business Management
Nagarjuna University, Andhra Pradesh, 2010

SEE MY WORK

venkateshbobba.com
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