

RAMLI T. MICHAEL

Creative Director & AI Product Architect

Creative Director & AI Product Architect | Brand Systems → Digital Products → AI

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SUMMARY

Creative Director and **AI Product Architect** with 18+ years across brand strategy, UX, product design, design systems and enterprise creative leadership. I began as a core branding specialist—building identities, packaging systems, campaigns and visual languages—then moved into digital experiences, UI/UX and product design. In the recent AI era, that foundation has evolved into the ability to design, architect and ship live AI products. Since 2025, I have independently shipped five live AI products while directing creative programs for pharma, SaaS, telecom, IT services and international client accounts.

Career evolution: Core branding → digital brand systems → UI/UX and product design → AI product architecture and live deployment.

EXPERIENCE

The Branding Machans – Founder & Creative Director | AI Product Architect – Greater Bengaluru Area

Mar 2022 – Present

- Founded and led an AI-native creative and product studio combining brand strategy, UX, product architecture, AI workflows, and live digital delivery.
- Architected and shipped 5 live AI products (research intelligence, faith tools, multilingual writing, music generation) from product discovery through public deployment.
- Led product lifecycle from discovery and go-to-market positioning through architecture, design systems, build direction, QA, and live deployment.
- Defined how AI supported research, generation, recommendation, synthesis, personalization and workflow automation across different products.
- Shipped custom-domain product launches including landing pages, onboarding, pricing architecture and repeat-use account workflows.
- Reviewed product quality across interface, copy, interaction, accessibility, responsive states and the transition from prototype to public experience.
- Directed brand strategy, product design and digital experiences for 40+ B2B and D2C accounts across India, US and Middle East markets.
- Worked across enterprise accounts, healthcare NGOs, D2C brands, B2B SaaS companies and founder-led ventures.
- Led the complete lifecycle from strategic brief and creative direction through design execution, development collaboration, launch and final delivery.
- Established visual systems covering typography, color, imagery, components, layouts and campaign execution.
- Owned proposals, pricing, client acquisition, partner coordination, P&L and international project delivery.
- Built long-term relationships from inbound and referral pipelines while balancing creative quality with commercial outcomes.

Indegene – Associate Creative Lead – Bengaluru, Karnataka

Mar 2021 – Mar 2022

- Led creative strategy for international healthcare programs where the work had to be clinically credible, visually clear, digitally engaging and compliant under demanding review cycles.
- Directed oncology creative programs spanning HCP engagement, interactive patient education, digital detailing and launch communications.
- Served as the senior creative bridge between account leadership, medical affairs, legal counsel, regulatory reviewers, copy and design.

- Owned Medical, Legal & Regulatory (MLR) review pipeline for multi-market digital assets, translating compliance feedback into shippable creative decisions.
- Led a squad of 5–7 senior designers across 20–25 concurrent global projects, balancing quality, capacity, deadlines and brand governance.
- Built production standards and review practices that improved consistency across international campaign assets and developer handoffs.
- Mentored designers in UX principles, information hierarchy, layout systems, presentation quality and client-ready communication.
- Managed 350+ design assets annually across global pharmaceutical accounts under tight regulatory timelines.

BEEHUB (acquired by InMobi) – Senior Art Director – Bengaluru, Karnataka

Sep 2019 – Aug 2020

- Led product design during BEEHUB's pre-acquisition phase, establishing UI/UX architecture and design systems that made the news app acquisition-ready for InMobi.
- Set creative direction across UI/UX architecture, visual identity, app-store presence and every major user-facing surface.
- Turned product requirements into clear information architecture, interaction patterns and a consistent visual language for engineering execution.
- Directed engineers, UX writers and motion designers through product sprints, resolving creative trade-offs without losing product clarity or brand character.
- Architected the design system: component library, UI patterns, typography, color governance and usage documentation for engineering handoff.
- Created design continuity for the InMobi acquisition handoff, giving the product a structured language rather than disconnected screens.
- Defined reusable patterns for navigation, content presentation, cards, feeds, states, actions and responsive behavior.

Zekesys – Creative Lead – Bengaluru / Remote

Aug 2017 – Aug 2019

- Served as senior creative authority for a global BPO and IT-services company, shaping B2B sales narratives and digital positioning for enterprise buyers across US, UK and Asia-Pacific markets.
- Led brand architecture, UI/UX design, enterprise web-portal surfaces and digital marketing collateral across multiple service lines.
- Designed C-suite sales presentations, service-line brochures, proposal assets and business-development materials for international conversations.
- Translated complex IT and BPO offerings into structured visual narratives that sales teams could explain, reuse and scale.
- Built brand-governance documentation and reusable design systems for consistent output across concurrent campaigns.
- Partnered with leadership, sales and marketing to align visual communication with commercial priorities.

64pxd – Creative Consultant – Bengaluru, Karnataka

Mar 2016 – Jul 2017

- Directed 10+ concurrent consumer-brand accounts across brand identity, packaging architecture, visual strategy and production delivery.
- Built logo systems, color architecture, typography standards, packaging specifications and practical brand rules.
- Managed printers, vendors, press specifications and final quality control, protecting the creative idea through physical production.
- Mentored junior creative talent in design thinking, brand systems, production detail and client communication.

Zenoti – Creative Director – Bengaluru, Karnataka

Jul 2015 – Dec 2015

- Zenoti is a global B2B SaaS platform serving 30,000+ beauty and wellness businesses across 50+ countries.
- Set creative direction for global landing pages, product marketing, newsletters, sales enablement, event collateral and campaign materials.
- Translated complex SaaS propositions into clear visual narratives for prospects, customers, partners and internal teams.
- Led cross-functional creative sessions with account leadership, product, copy and marketing stakeholders.
- Established kick-off, review and approval standards and served as final creative decision-maker across the project portfolio.

Trivone Content Services Pvt Ltd. – Senior Creative Designer & Team Lead – Bengaluru / Mumbai

Jul 2014 – Feb 2015

- Led distributed design delivery across Bengaluru and Mumbai for enterprise programs in BFSI, IT, telecom and consumer marketing.
- Designed corporate presentations, research white papers and campaign microsites for Vodafone and Airtel.
- Created social, digital and campaign collateral for Star Network, Kaya Skin Clinic and Power2SME.
- Contributed design work to [MyGov.in](https://www.mygov.in) and the national Digital India initiative.

Creating Concepts & Developing Designs – Founder & Creative Director – Bengaluru, Karnataka

Aug 2013 – Jun 2014

- Founded an independent creative agency serving hotels, healthcare organizations and SMEs across South India.
- Directed identity, visual systems, websites and campaign work for 15+ clients from discovery through final delivery.
- Managed briefs, creative direction, client communication, production coordination and quality control.

ONEIC (Oman National Engineering & Investment Co.) – Assistant Media Head – Muscat, Oman

Apr 2011 – Jul 2013

- Recruited directly by the CEO to establish ONEIC's Media and Digital Division from zero.
- Built a revenue-generating digital-signage advertising network across 50+ branches, establishing new commercial infrastructure from zero.
- Directed and produced 10+ video commercials for Nawras/Ooredoo and Omantel.
- Led corporate identity, website and internal digital-platform transformation work for Oman National Training.
- Developed the creative, production, vendor and operating infrastructure needed to run the division.
- Connected creative production, advertising inventory, branch operations, telecom clients and internal leadership into one operating model.
- Reported to the CEO and Board on digital-media strategy, rural infrastructure expansion and strategic partnerships.

Ladder Design Studio – Senior Visual Designer – Bengaluru, Karnataka

Jan 2009 – Jan 2011

- Directed brand identity creation for 15+ concurrent clients across logo systems, color architecture, typography and brand guidelines.
- Delivered web design, digital marketing assets, presentations and print production across varied client categories.
- Mentored junior designers on brand thinking, craft, production accuracy and client communication.

Oxelon Studios – Visual Designer – Bengaluru, Karnataka

Feb 2008 – Jan 2009

- Led design and production across brand identity, print, packaging, web, multimedia and interactive applications.
- Served as primary creative lead for a team of eight.
- Directed photography art direction, press checks, vendors and UI architecture for interactive applications.

SKILLS

AI and product: Lovable, Windsurf, Claude, Gemini, ChatGPT, Devin, Prompt architecture, Agentic build workflows, React, Tailwind CSS, HTML/CSS, Webflow

Design: Figma, Adobe Creative Suite, Sketch, Axure, Wireframing, Prototyping, Design systems, Component libraries, Information architecture, Interaction design

Leadership: Creative direction, Design leadership, Agile/Scrum, Cross-functional leadership, Client acquisition, Creative mentorship, AI Product Design · Product Strategy · Brand Architecture · UI/UX Design · Design Systems · Information Architecture · React Prototyping · Pharmaceutical/MLR Creative · Client Strategy · Business Development

EDUCATION

B.B.A., Marketing Management – SS International University

Graphic & Web Design Certification – Animaster College of Design

Google AI Professional Certificate – Google (2026)

Aha! Product Management Professional Certificate – Aha! (2026)

Design Sprint Professional Certification – Certiprof (2025)

Generative AI for Educators – Google (2025)

Project Management Essentials Certified – Management & Strategy Institute (2020)

PROJECTS

BibleDecoder — Creator, Product Architect & Creative Director · bibledecoder.sbs

- Designed and deployed a Hebrew/Greek Bible study platform with 21+ analytical tools, including word studies, cross-references, theological context and study workflows. Architected the AI layer to support contextual analysis, semantic search and cross-reference generation. Owned product architecture, UX, visual identity, React implementation, deployment and iteration.

Preachr — Creator, Product Architect & Creative Director · preachr.church

- Built an AI sermon-generation and research workspace combining commentaries, cross-references, outlines, illustrations, series planning and PowerPoint export. Designed the AI architecture to support multi-source synthesis, contextual generation and structured output formatting. Owned full product lifecycle from concept to live deployment.

HELP · Suvadi · EpicMusic — Creator, Product Architect & Creative Director

- Shipped three additional live AI products spanning research intelligence, multilingual writing/illustration and music intelligence. Portfolio: helpnow.fun · suvadi.space · epicmusic.cloud

Portfolio

ramlimichael.in · bibledecoder.sbs · preachr.church · helpnow.fun · suvadi.space · epicmusic.cloud