

# Rahul Kumar S Anur

Multimedia artist with 15 years of experience in design, AI tools, and management, specializing in Growth Marketing. Expertise in R&D for user behavior, team leadership, and creating impactful corporate and social media content. Entrepreneurial mindset with a focus on innovation and creativity.

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## EXPERIENCE

### Swiggy India, Bangalore — Manager for Growth marketing design

Jan 2020 - PRESENT

As Manager for Growth Marketing Design at Swiggy, I lead design and growth initiatives across major business verticals. My work combines user insights, AI driven creativity, and data backed marketing strategy to drive acquisition, engagement, and retention. I collaborate closely with Product, Engineering, and Marketing teams to deliver user-first, performance focused campaigns that support Swiggy's growth goals.

I oversee end to end creative development, build scalable design systems using AI, and leverage behavioral data, competitive analysis, and experimentation to shape impactful multi channel campaigns across in app, social, email, and performance channels. My role sits at the intersection of creative leadership and analytical problem solving, ensuring every asset is visually compelling, strategically aligned, and scalable.

I actively experiment with emerging AI workflows, creative automation frameworks, and evolving technology solutions to solve large scale production challenges, improve brand consistency across touchpoints, and unlock new possibilities in personalised marketing. By integrating AI and innovative approaches into creative processes, I help teams move faster while maintaining quality, efficiency, and a strong design language.

I also work closely with growth, product, and tech teams to understand emerging market solutions and translate creative ideas into measurable business impact addressing cohort drops, improving user engagement, and building strategies to re engage dormant users back to the platform.

#### Key Achievements

- Designed intuitive, high converting interfaces and visual experiences that improved user engagement and satisfaction.
- Integrated GenAI tools and AI assisted workflows to accelerate creative production, enhance personalization, and streamline campaign execution.

## SKILLS

**Design Leadership:**  
Design Operations, Agile rituals, Mentoring, Design Systems, Handoff Quality (Dev Mode).

**AI Tools & Ops:** Prompt Engineering (Stable Diffusion, LLMs), Figma AI, Adobe Firefly, AI-assisted Accessibility audits.

**Leading initiatives to identify new 10x growth opportunities.**

**Editing Tools such as Adobe, AI tools and Figma.**

## AWARDS

Manipal MVP Award for creating MBA guidance courses.

Swiggy MVP Award for executing major campaigns with a smallest team.

Participated in **AWS Innovation GenAI Hackathon**, using Stable Diffusion AI to train a model that differentiated and generated local Food dishes such as Bisi Bele Bath and Dal Tadka.

- Built scalable creative approaches to maintain brand consistency across high volume marketing touchpoints.
- Identified 10x growth opportunities through user data analysis, trend discovery, experimentation, and behavior mapping.
- Developed creative growth strategies focused on cohort recovery, retention, and dormant user reactivation.
- Led cross-functional initiatives, aligning design, growth, product, and engineering teams toward business outcomes.
- Promoted to Manager and awarded MVP for driving high-impact growth initiatives and creative innovation.

## **Enviu, Bangalore and Netherlands — Social Entrepreneur**

Jan 2019 - Aug 2020

Led two projects,

**Lakshya Inclusion Services**, a social start-up working towards developing innovative financial solutions for the urban underserved.

**DISCOVERED** global artisans a platform to connect directly to global customers.

My role was to identify unique business opportunities, building ecosystems, Ideation, build teams and Scale.

## **LANGUAGES**

Fluent in ENGLISH, Hindi and Kannada.

## **Tesseract Arts, Bangalore — Cofounder GoCrafty**

Jan 2017 - Jan 2019

Manager at GoCrafty, overseeing online and offline operations for an artisan-focused marketplace. Responsible for networking, onboarding, and supporting artisans across India. Manage e-commerce and m-commerce development, vendor registration, and customer relations. Lead market research, curate product offerings, and create strategic marketing content. Drive lead generation and collaborate with teams to promote the platform.

## **Manipal Global Education , Bangalore —Lead content developer.**

Jan 2017 - Jan 2019

Video editor and photographer for educational content at Sikkim Manipal University, Manipal Academy of IT, and ProLearn. Recorded and post-produced faculty lectures, collaborating closely with the Manipal team."

"Let's connect to discuss my experience further, as I believe a concise and impactful resume will best showcase my skills and achievements."

## **EDUCATION**

## **Mysore University, mysore — Bachelor in visual Arts**

sep 2009 - sep 2011

It's a degree program where we had to delve into creative expression/experiences through mediums like painting, sculpture, photography, graphic design, and more.

## **Mothi Veerappa College, Davangere — *Pre University***

### **PROJECTS**

#### **Rebranding Exercises For Swiggy — with the marketing team.**

"Collaborated with marketing teams to unify design language across all channels, enhancing brand recognition on social media, print ads, and in-app content."