

SURAJ LAKSHH GONTLA

AI + Multidisciplinary Design Director

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San Francisco, CA

EXECUTIVE SUMMARY

Multidisciplinary Design Director and AI Guild Leader with 12+ years of global experience bridging interaction design, brand and content strategy, UI/UX architecture, print, web, digital, branding, spatial environments, and AI-native design systems across regulated healthcare, emerging technology, and consumer digital ecosystems. Proven leader managing multi-functional design projects and directing multi-channel product launches for Fortune 500 pharmaceutical, wellness and health tech clients including Aimmune, Alexion, Alcon, Amgen, Abbott, Boehringer Ingelheim, Bristol Myers Squibb, Coherus, Dompé, Gilead Life Sciences, Geron, Genentech, Lundbeck, Neutrogena, Novo Nordisk, Roche, Seattle Genetics, Takeda, Weight Watchers. Expert in architecting modular component-driven design systems, spearheading generative AI workflows (vibe coding, LLM prompt engineering, synthetic media pipelines), and streamlining cross-border design operations to accelerate commercial growth and reduce design cycles by up to 15%.

TECHNICAL STACKS & CORE COMPETENCIES

AI & Generative Stack: Claude, Claude Code Execution, Cursor (AI IDE), Midjourney, Runway (Gen-2/3), Figma Make, Figma Weave, Adobe Firefly, Relume, Lovable, Codex, Jitter AI, Generative UI Workflows, Prompt Engineering.

Design, UI/UX & Motion: Figma Ecosystem (Design, Slides, Buzz, FigJam, Make, Agent, Weave, Motion), Modular Design Systems (Websites, Emails, IVAs/iCVAs, Banner ads), Adobe CC (Photoshop, Illustrator, InDesign, After Effects, XD), Interactive Booth & Spatial Design, Framer, Sketch, Zeplin.

Development & Code: Cursor, Replit, HTML5/CSS3, JavaScript (Basics), VS Code, Supabase, OpenCV, MediaPipe Integration, Interactive Web Libraries.

Leadership & Design Ops: Cross-Functional Mentorship, Brand Governance, Jira, Bugherd, Ziflow, Workfront, Linear, Airtable, Basecamp, Zenhub, Medical-Legal-Regulatory (MLR) Compliance.

WORK EXPERIENCE

Senior Visual Designer / Design Lead & AI Guild Leader
InizioEvoke

Apr 2022 – Present
San Francisco, CA

- **Creative Direction & Leadership:** Spearhead end-to-end design strategy, multi-channel web project launches, and experiential booth design for flagship global healthcare and healthtech brands like Ozempic, Descovy, Trodelvy, Biktarvy, Breyanzi, Rytelo, Auvelity, Vyepti, Wegovy, Myfembree, Detect The SOS directing cross-functional teams of 5–8 professionals across Creative, UI/UX, and Engineering.
- **Generative AI Integration:** Championed agency-wide AI adoption by founding internal AI Guilds, structuring generative tool competency frameworks, and integrating AI-pair workflows (Claude Code, Cursor, Midjourney, Runway).
- **Flagship Digital Launches:** Directed creative strategy and UI/UX architecture for high-profile digital platforms, including consumer platform detectthesos.com and HCP portal earlydetectionmatters.com in partnership with Boehringer Ingelheim, along with major product launches (Auvelity-aad, Jardiance-HF).
- **Modular Design Systems:** Architected scalable, component-driven modular design systems across responsive web, HTML emails, and interactive visual aids (IVAs/iCVAs), ensuring 100% brand consistency and seamless execution under strict regulatory frameworks.
- **Regulatory & Production Handoffs:** Accelerated production timelines by establishing streamlined developer hand-off protocols and automated proofing workflows using Figma, Ziflow, Workfront, and Zeplin for Medical-Legal-Regulatory (MLR) submissions.

Visual Designer & Associate Visual Designer
Evoke Giant

Jan 2020 – Apr 2022
San Francisco, CA

- **Omnichannel Visual Systems:** Designed responsive web layouts, spatial trade show booth displays, interactive presentation touchpoints, modular brand identity, design system, for Tier-1 pharmaceutical leaders, including Amgen, Genentech, Lundbeck, Pfizer, Takeda.
- **MLR Compliance & Hand-off:** Prepared complex graphic assets, typography systems, and color tokens tailored for strict MLR review standards, reducing revision cycles and facilitating rapid regulatory approval.
- **High-Stakes Pitch Support:** Supported executive leadership in multi-million dollar pitch wins through original motion graphics, spatial concept renderings, and interactive digital pitch decks for Dompé, Genentech, Pfizer, Roche, Weight Watchers etc.

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Global Head of Design (Freelance / Community Leadership)

Sept 2024 – Oct 2025

The AI Collective

San Francisco, CA

- **Brand Strategy & Systems:** Designed and directed led the global AI Collective logo design and brand identity, defined comprehensive visual identity frameworks, brand governance, and event visuals and experience design for a prominent community collective dedicated to generative AI and creative technology. Managed design and creative team (5 direct reports) from across the world.

Presentation Specialist & Studio Artist

Nov 2018–Dec 2019

The Creative Group (Robert Half) / Evoke Giant

San Francisco, CA

- **Executive Pitch Design:** Key contributor in securing multi-million dollar new business pitch wins by crafting executive pitch decks, trade show spatial concepts, deck animations, and modular design system assets under aggressive deadline environments.

Brand Designer and Event Organizer (Freelance / Community Leadership)

June 2013 – May 2015

TEDx Pune And Wikipedia Club Pune

Pune, India

- **Responsible for:** logo design, event campaigns, posters, cut-out displays, and backdrops for the TEDx Pune open dubbing project.
- **Design led:** posters, route maps, backdrops, and flyer designs for Wiki Loves Food, Wiki Woman's Day and monthly events.

INDUSTRY LEADERSHIP & HIGHLIGHT PROJECTS

- **Config Makeathon Creator (2026):** Designed, built, and deployed Aura Workspace—an adaptive operating canvas utilizing Figma Make, Figma Weave, and Supabase integration.
- **SF Tech Week Panel Host (2025):** Emceed and moderated Beyond the Pixels: Crafting Trustworthy AI & UX in Healthtech, leading industry discussions on patient-centric digital design and trust in AI systems.
- **M.A. Rangoonwala College of Dental Sciences & Research Center (2014):** Design directed the college magazine, brochures and certificates, for their events—Parichay 2014, Orthopedia 2014, The Palette'14.
- **Inclusion & Impact Advisory Council:** Served as an active corporate advisory member shaping corporate advocacy, inclusive design strategies, and equitable communication standards at Inizio Evoke.
- **Creative Foundation in Film Industry:** Accomplished background in filmmaking, acting, screenplay structure, and voiceover work (15+ feature films & TV series; 1000+ live stage shows and voice performances), bringing narrative depth and cinematic storytelling to brand and product design.

EDUCATION

Academy of Art University, San Francisco, CA

Aug 2015 – May 2018

Master of Arts (MA) in Graphic Design & Digital Media

Visual Element Design Academy (Formerly PAI International), Pune, India

Jun 2012 – Jun 2015

Bachelor of Science (BS) in Multimedia & Animation

Languages

English, Hindi, Telugu, Marathi

PROFESSIONAL CERTIFICATIONS

Adobe Photoshop, Illustrator and InDesign Associate, Microsoft Office Specialist

SKILLS

Interaction design, UX/UI design, Information architecture, accessibility, site map, branding, typography, minimalism, illustration, wire frames, rapid-prototyping, iconography, image and video editing, data visualization, layout and composition, motion graphics, concepts art development, presentation design, UX Audit, story boarding, user flows, A/B testing, personas, QA responsiveness for desktop, tablet and mobile breakpoints, color palettes, style boards, Technical layout reviews for developer handoff.