



SHYAM THAMPI

Professional Summary

Creative Director & UI/UX Strategist with 20+ years of experience leading brand strategy, creative campaigns, and narrative development across broadcast networks, digital platforms, and premier agencies. Extensive agency experience delivering high-impact branding solutions for major entertainment properties and global brands. Currently spearheading product and creative leadership for emerging health tech and Web3 platforms while directing creative campaigns for major networks.

Current Leadership Roles

- **Chief Creative Officer / Head of Product & Brand**
Stealth Health Tech Startup | 2022 - Present

Spearheaded creative and product leadership for a mobile-first wellness platform using AI and behavioral science to improve emotional and mental well-being.

- Directed end-to-end UI/UX for mobile and web platforms, from wireframes to launch strategy
- Built a modular design system and crafted interaction models around micro-emotional responses
- Created the product's tone of voice, brand ecosystem, and user-facing AI guide
- Oversaw a team of UI/UX designers, copywriters, and developers in an agile workflow
- Shaped the visual identity, brand storytelling, and in-app nudges to drive long-term engagement
- Collaborated cross-functionally with engineering, product, and marketing teams to align on a unified user journey

- **Creative Director - Freemium 3D Fashion Design Platform**

Led creative direction for an emerging software that enables users to design 3D garments and monetize creations across traditional and Web3 platforms. Overseeing product UX, digital asset presentation, and community-driven branding.

- **Creative Director - TapSphere Web3 Ecosystem**

Drove the visual and experiential strategy for TapSphere, a platform for creating decentralized applications designed for Gen Z. Shaping UX and identity for PlayOps, a gamified Telegram mini-app that transforms real-life tasks into interactive, skill-based missions.

Creative Director - Independent Consultant 2009 - Present

MSNBC promotions and marketing (Mar 2014 - Present)

Promo design & art direction for podcasts, brand development, and promotional marketing
The Oath with Chuck Rosenberg, Why Is This Happening? The Chris Hayes Podcast,
Election coverage marketing 2016–2024

Design Director - WE tv (Aug 2015 - Nov 2015)

Led a team of designers for On-air promotions
Supervised network's on and off-air projects and show packages
Oversaw network branding, reported directly to VP Design and Branding
Managed outside vendors for marketing and show packages

Revel Presents: Beyoncé Live - Live Performance at Revel, Atlantic City

Agency: Parkwood Entertainment
Led design and direction of immersive LED projections across six massive screens and stage floor, enhancing the visual storytelling of Beyoncé's live performance.

HBO Documentary - Life Is But a Dream

Agency: Parkwood Entertainment
Life Is But a Dream is a 2013 autobiographical television film, co-directed and executive produced by American singer Beyoncé Knowles.
Designed titles and graphics.

Launch of Truth Central

Developed concepts and executed visual identity for McCann Erickson's global think tank focused on human and cultural insight. Led creative development from ideation through launch implementation.

X-Men: First Class - Blu-ray Premiere

Agency: Dorian Orange
Designed 3D projection mapping and spatial augmented reality experience for premiere event, transforming the façade of Roosevelt Hotel, LA into an immersive visual spectacle.

2010 PGA Championship

Agency: 21 Boom
Developed concepts and led design and animation of high-energy promos for event coverage and audience engagement.

Tony Horton's 10-Minute Trainer Workout

Agency: Mayhew Breen
branding and design system for pioneering at-home fitness program. Supervised live talent shoots and created visual identity for the emerging direct-to-consumer fitness market.

Art Director – truTV (formerly CourtTV)

Turner Entertainment Networks (Sep 2006 - Sep 2009)
Spearheaded complete network rebrand from Court TV to truTV, transforming visual identity and positioning. Led cross-functional design teams in creating promotional campaigns and comprehensive show packages.
Directed vendor relationships and external creative partnerships to scale production capacity
Oversaw upfront presentation design and execution for advertiser showcases

Professional History (2002 - 2006)

Sr. Designer – A+E Networks (May 2005 - Aug 2006)

Designed promotions and show packages for
A&E, The History Channel & Biography Channel

Sr. Designer – PURE Agency (Mar 2004 - Mar 2005)

Developed concepts and storyboarding for commercial animation projects
Designed animation for commercials across multiple high-profile brands
Clients: NFL, SKY ITALIA, MSG Network, MTV, V8, NY Knicks, Verizon

Designer – Digital Kitchen (www.d-kitchen.com), Chicago, IL (Aug 2003 - Feb 2004)

Designed for commercials
Designed for commercials and storyboarded ads for Super Bowl and OSCARS (2004)
Clients – Budweiser, Cincinnati Bell

Designer – EDGEWORX (www.edgeworx.com), New York (Feb 2002 - Aug 2003)

Designed and animated for the documentary The Kid Stays in the Picture (2002)
Clients – MTV, American Express

Core Expertise

Creative Leadership:

UI/UX Creative Direction & App Design, Strategic Design & Production Management

Brand Development:

Detail-Oriented Brand Development, Branding TV Networks & On-Air Promotions

Innovation:

Innovative Concept Development & Direction, 3D Mapping Projection & Multimedia
Integration

Content & Marketing:

Social Media Marketing & Content Design, Content Creation & Marketing

Production:

Live Action Shoot Supervision, Pre-Visualization & Conceptualization

Awards:

PROMAX GOLD – PROMAX/BDA Design Awards 2008

TV43 – Daytime/Block of Programs Campaign
10-second IDs for "Watch Real Life" campaign

PROMAX SILVER – BDA North America Promotion and Marketing Awards 2009

Network/channel/station branding & image promotion
"The Principal's Office Bug" for truTV Networks

PROMAX SILVER – BDA North America Promotion and Marketing Awards 2009

"Operation Repo Bug" for truTV Networks

Education:

Master of Fine Arts (MFA) in Computer Arts, 2003
Savannah College of Art & Design (SCAD), Savannah, GA

Bachelor of Architecture (B.Arch), 1999
College of Engineering Trivandrum, University of Kerala, India