

Sreelekha Kandukuri

AI Video & UGC Content Creator | Graphic Designer | Web Designer

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Profile Summary: Creative content creator and designer with around 8 years of professional experience in graphic design and digital content, now specialising in AI video and UGC-style ads. Produces UGC-style video ads, AI-generated content and short-form reels from concept and script to final edit, using ChatGPT, Grok AI, Kling AI and CapCut, and designs social media graphics, branding and marketing materials in Photoshop, Illustrator and Canva. Also builds Shopify and WordPress websites, including AI-assisted builds, and runs a storytelling channel with 1,000+ followers each on YouTube, Facebook and Instagram. Skilled in developing engaging video hooks, writing scripts and delivering creative projects independently in remote environments. See the work in motion at sreelekhakandukuri.com.

EDUCATION

- **Bachelor of Commerce (Computer Applications)** Jun 2010 – Jul 2013
Osmania University, India
- **Professional Training in Graphic Designing & Animation** Sep 2013 – Aug 2015
Arena Animation, India

RELEVANT EXPERIENCE

FREELANCE CREATIVE – DESIGN, AI & UGC CONTENT 2015 – Present

- Create AI-powered UGC-style product ads by transforming product photographs, descriptions and creative briefs into engaging short-form videos, from concept and script to final edit.
- Develop ad concepts, scripts and opening hooks for short-form product videos across home décor, fashion, kids and sport.
- Generate scenes, characters and product visuals with AI tools (ChatGPT, Grok AI, Kling AI) and edit them into platform-ready videos in CapCut.
- Design social media graphics, branding, promotional banners and marketing materials using Adobe Photoshop, Illustrator and Canva.
- Design, build and customise WordPress and Shopify websites and landing pages, including AI-assisted builds using Antigravity, Codex and Claude Code.
- Run a personal storytelling channel with 1,000+ followers each on YouTube, Facebook and Instagram, using views, watch time and engagement to refine hooks and content.

DIGITAL DESIGNER & CONTENT CREATOR - Part-time Dec 2025 – Present

PixelcodeIT, Perth, WA

- Produce promotional videos, product ads and short-form social content using AI image and video tools, CapCut and Canva.
- Develop creative concepts and messaging for social ads, turning client goals into ideas that connect with the target audience.
- Design social media creatives, digital ad banners and campaign graphics, resized and platform-ready for each channel.
- Use client feedback and post performance to refine creative and improve the next round of content.
- Manage multiple client projects remotely, delivering finished assets on time and on brand.

GRAPHIC & DIGITAL CONTENT CREATOR

Jul 2019 – Jan 2023

Ctrl IT Solutions PVT LTD, India

- Designed social media graphics, banners, product visuals and marketing materials for client brands using Adobe Photoshop, Illustrator and Canva.
- Created promotional videos and short-form reels for client businesses to use across their websites and social media.
- Planned each video, wrote short scripts and on-screen text, and edited footage, music and captions into finished videos sized for each platform.

GRAPHIC DESIGNER

Sep 2015 – Jun 2019

Digiverse Technologies, India

- Designed marketing visuals, brochures, presentation boards and mood boards for residential and commercial clients using Adobe Photoshop and Illustrator.
- Retouched, colour-corrected and composited images in Photoshop, and created layouts, vector graphics and typography in Illustrator.
- Took projects from brief to approved artwork, delivering files at the correct size and resolution within tight deadlines.

ADDITIONAL EXPERIENCE

SENIOR DISTRIBUTION CLERK – (Dispatch & Distribution Operations)

Nov 2024 – Dec 2025

Crystal Printing & Packaging Solutions, Cannington, WA

- Coordinated dispatch and receipt of goods, ensuring accurate documentation, labelling and timely deliveries.
- Liaised with internal teams, sales representatives, clients and vendors to resolve stock, delivery and process issues.

DISPATCH CLERK

Apr 2023 - Nov 2024

Crystal Printing & Packaging Solutions, Cannington, WA

- Managed dispatch and receipt of stock, ensuring accurate labelling, correct delivery details, and on-time shipments through appropriate freight selection.

KEY SKILLS

- **AI Video & UGC:** concepts, hooks and scripts for UGC-style ads; AI-generated product visuals, characters and scenes using ChatGPT, Grok AI and Kling AI.
- **Video Editing:** CapCut and Premiere Pro; short-form reels and product ads with captions and music for Instagram, Facebook, YouTube and TikTok.
- **Graphic Design:** Adobe Photoshop, Illustrator and Canva; social media graphics, banners, branding, typography and image editing.
- **Web Design:** Shopify and WordPress websites and landing pages, plus AI-assisted builds using Antigravity, Codex and Claude Code.

REFEREES

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