



Dated: 22nd. February 2008

Curriculum Vitae Format

Contact Information:

Name : Ydalapati. Udaya Shankar
Address : 2-2-11 46/C, St.No.:5, Shivam Road, Tilak Nagar, New Nallakunta,
Hyderabad -500 044 (A.P) INDIA
Telephone : + 91 40 27568399
Cell Phone : + 91 98490 14881
Url : www.theartpeople.com / www.logoscafe.com
Email : us@theartpeople.com / us@logoscafe.com

Personal Information:

Date of Birth : 4rh, April 1968
Place of Birth : Mangalagiri Town (Guntur Dist.) (Andhra Pradesh) INDIA
Citizenship : INDIAN
Visa Status : -----
Gender : Male

Optional Personal Information:

Marital Status : Married
Spouse's Name : Yadlapati. Sri Bala
Children : 1 Son Name: Yadlapati. Bhanuday

Employment History:

Work History : After DGA (Diploma in General Arts)

- **M/r. Lanka. Bhaskar** (Chennai, Tamilnadu State)
"South Indian Famous Publicity Designer"
Trained in Publicity Designing and art Direction, Sets, Mockups in Films.
During: 18 th. October 1989 to November 1989
- Given service at **M/s. Outline Graphics Advt. Communications Co.**
in Vijayawada (A.P) INDIA as a Senior Artist, Studio In-charge
(Full time and Part Time)
During: January 1990 to July 1991
- Taken Charge at **M/s. KRIPU Advt. & Packaging** as a Chief Artist in Vijayawada (A.P) INDIA
Also attended Part Time Services to **M/s. Gopi Krishna Ads.** Local Famous Ad Co.
During: February 1991 to July 1992
- Joined in **M/s. MUDRA Communications Ltd.** Hyderabad Branch.
One of the Indian Famous Ad Agency (A.P) INDIA
as a Studio/Artworks In-charge, Trainee Visualizer
Clients: Sujana Steel, Primus Kabsons, Rank Aqua, Padmini Group, Etc.,
Responses: Campaign Planning, Packt Designs, Exhibition Stall Identities
material, Press ads, Press Conference Kit, Client Presentation Kit, Product Launching
Campaign, Printing Art works Etc.,
During: November 1992 to December 1995





- Joined in **M/s. R K Swamy BBDO** (London Based) Hyderabad Branch.
One of the Indian Famous Ad Agency (A.P) INDIA
as a Visualizer / Associate Art Director
Clients: Reddy's Labs, Ramoji Film city, Satyam Computers, Nagarjuna Group
Margadarsi Finance, Allwyn Modular Furniture,
Responses: Packet Designs, Exhibition Stall Identities materia, Co./Product
Logo Units, Stationery Continuities, Mockups, Color Identities, Theme Parties, Product
launching Material, Art Direction in Photography, Special Props. for Ad Films Etc.,
During: January 1996 to March 1999
- Given Services for **Movie Art Directions & Set Direction** for (Regional Telugu movies)
Note: AP State Film Cine Art Directors and Asst. Union Member:
Film Industry Art Director Member ship No.: 43, Dt: 8th. July 1999 (still Contnue.)
Responses: Producing Creatives for Total Film Locations, (Based on Film Concept)
Sets for Shooting, location Modification, Special Props, for Art Dept.,
also Promotional Publicity Supervision Finished successfully 2 Movies as a Assistant,
and 3 as Art Director also Finished **Art Directions for Online Programs**, Theme Sets
for Several Famous (Regional Telugu) channels Like **M/s. E-TV.** (Now Indian Famous
Eenadu Romoji Group) and **M/s. Gemini TV.** (Sun Network)
During : from 1999 to 2003 years.
- Now Came back to Advertising Industry and Giving Freelancing Art Direction
services under the own Organization **THE ART PEOPLE & THE IDEA SELLERS**
Services: Product/ Campaign Designs Ideation, for **Print & Multimedia**
Clients: Allwyn Modular Furnitures, Voltas, Ramoji Film City, Country Club,
Cierra Atlant Software, D-Ala Global Soft Inc, Hamalton trading Inc, 3K teh,
Care Hospitals, many more Real-estate Clients.
Freelancing Advt. Co. Started from July 2002 on words
- Recently Started Brand management Co. **www.logoscafe.com** in July 2004 on words
Services: Corporate Identities, Brand Identities, Logo Identities, Interior Identities
with the Creative Experience from **TCN Pl. Com** (The Consultative Network)
Brand Management Co. Hyderabad Based also Interaction Experience from
DIA Brand management Singapore based Company.
Our Branding Popular Clients: M/s. Global IT Inc. LGS Ltd, 3K Technologies,
Comfort Modular Furniture, Vijay Group, White Field Paper Mills, Skyblue Aviation Academy
Country Club Ltd, Shiviri Pte Ltd, Andhra Cafe.com, Kalamandir Saree Nekatan,
VVR Housing Pvt Ltd, Hamara Shehar. com, Maksun Infra Ltd, Better Smile Dental Clinic.

Education:

High School	: CK High School Mangalagiri, Guntur Dist. (A.P) INDIA
Graduate School	: B.Com. (Commercce) VTJM Degree College Mangalagiri, Guntur Dist. (A.P) INDIA Passed in 3rd, Rank 1986
University	: Nagurjuna University Namboor, Guntur Dist. (A.P) INDIA
Post-Graduation	: Nagurjuna University (Discontinued)





Professional Qualifications: Drawing Grade 1 (State Board of Technical Education and Training)

Passed in 1st, Rank 1990

DGA (Diploma in General Arts) Santhanus Chitira Vidyalayam
Chennai INDIA Based Drawing Institute (3 Years Course)
Passed in May 1984 Sl.No.: 3664-OCA

Computer Skills:

Designing Software : Micro Soft Word / XL / Power Point
: Photo shop
: CorelDraw

Languages Known

English (International) : Wright / Read / Speak
Sanskrit (National) : Wright / Read / Speak
Hindhi (National) : Wright / Read / Speak
Telugu (Mother Tongue) : Wright / Read / Speak

Awards:

: Best Cut Color Packaging Design Ad X. Award in 1997 Hyderabad
: Best Multimedia Campaign Ad X. Award in 1999 Hyderabad
: Best Brochure Designing/Photography Ad X. Award in 1999 Hyderabad

Professional Memberships:

: Film Association Art Director's Union Member
Art Director Member ship No.: 43 Since 1998

Interests Areas:

Looking Forward in Professional Skills / Promotions
in the Segments of **Corporate identities, Branding Identities also Corporate
Communication Skills, Brand Management Design Ideation** also Interested to
Know Seniors **working Culture** in Above Creativity Fields, for Technical Studies and
Freelancing Job Works.

Waiting for your Valuable Suggestion / Reply

Regarding

Uday

Art Director
Creativity always in Process

Visit Us: www.theartpeople.com / www.logoscafe.com
Mail Us: us@theartpeople.com / us@logoscafe.com
Call Us: + 91 98490 14881




Freelance Art Directors for Advertising Interiors Movie Arts



Board of Intermediate Education Certificate

SERIAL NO 104385

Board of Intermediate Education
HYDERABAD (A.P.)



PASS CERTIFICATE-CUM-MEMORANDUM OF MARKS

THIS IS TO CERTIFY THAT **UDAYASANKAR YADALAPATI**
SON/DAUGHTER OF **SUBBA RAO**
WITH REGISTRATION NUMBER **695073** PASSED THE
INTERMEDIATE EXAMINATION HELD IN **MARCH** **1986**
AND WAS PLACED IN **THIRD** DIVISION
THE SUBJECTS IN WHICH THE CANDIDATE WAS EXAMINED AND THE MARKS
SECURED WERE

MEDIUM: **TELUGU** **145093**

SUBJECTS	PAPER-I		PAPER-II	
	MAXIMUM MARKS	MARKS OBTAINED	MAXIMUM MARKS	MARKS OBTAINED
PART-1: ENGLISH	100	043	100	043
PART-2: (TELUGU)	100	037	100	042
PART-3: OPTIONAL SUBJECTS				
ECONOMICS	100	035	100	051
COMMERCE	100	046	100	070
CIVICS	100	036	100	048
GRAND TOTAL				
IN FIGURES	IN WORDS			
451	***FOUR***FIVE***ONE*****			

SIGNATURE OF THE PRINCIPAL AND COLLEGE SEAL
S. K. JUNIOR COLLEGE
MANGALAGIRI

JOINT/DEPUTY SECRETARY (EXAMINATIONS)

DATE **21-05-86**

NOTE: ELIGIBILITY RULES ARE PRINTED OVERLEAF.

P.T.O.



Degree Provisional Certificate B.com

Disposal No. NU / EIII / 1986/50 Register No. 72590

NAGARJUNA UNIVERSITY

Book No. 132

Serial No. A 18405

PROVISIONAL CERTIFICATE

This is to certify that Sri/Kumari Udaya Sankar, Yaddapati has qualified himself/herself for the Degree of Bachelor of Commerce in this University, he/she having been declared to have passed the Examination prescribed therefor as follows and that he/she has done all that is necessary for the formal presentation for the Degree of Bachelor of Commerce.

Year	Subject	Class
<u>Sept-88</u>	Part I - [Comprising] English and <u>Telugu</u>	<u>Third</u>
<u>April-89</u>	Part II - [Commerce] with <u>costing</u>	<u>second</u>

as Elective Subject second

COPERATION-THEORY AND PRACTICE
INCOME-TAX LAW AND PRACTICE
SECRETARIAL PRACTICE
COSTING-MATHEMATICS

Nagarjunanagar
Dated 27/6 1989
Initials of the Prepared [Signature]
Clerks who Examined: [Signature]

[Signature]
ASSISTANT REGISTRAR (Exam.)
For CONTROLLER OF EXAMINATIONS
NAGARJUNANAGAR - 622 510.






Board of Intermediate Education Certificate

S. No.


STATE BOARD OF TECHNICAL EDUCATION AND TRAINING
 ANDHRA PRADESH


TECHNICAL EXAMINATION

This is to certify that UDAYA SANKAR YADLAPATI
Son/Daughter of Shri SUBBA RAO Y
With Reg. No. 10900
has passed the DRAWING GRADE-I (LOWER)
EXAMINATION held in SEPTEMBER 1990 *At* VIJAYAWADA
and has been placed in FIRST DIVISION


SUBJECT	PAPER	MAX. MARKS	MIN. PASS MARKS	MARKS SECURED
DRAWING FROM FLAT EXAMPLE	PAPER-I	50	20	34
MODEL DRAWING	PAPER-II	50	20	26
MEMORY DRAWING	PAPER-III	50	20	28
PAINTING FROM NATURE	PAPER-IV	50	20	35
STILL LIFE PAINTING	PAPER-V	50	20	30
GEOMETRICAL DRAWING	PAPER-VI	50	20	29
DECORATIVE LETTERING	PAPER-VII	50	20	45
PATTERN DESIGN	PAPER-VIII	50	20	36

TOTAL MARKS SECURED 263 (TWO SIX THREE)
 LAST DATE OF EXAMINATION: 07/09/90

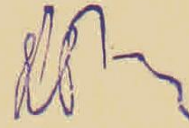


Dated 10/11/90
Hyderabad. A.P.

Given under the seal of the Board.



DEPUTY SECRETARY
EXAMINATIONS

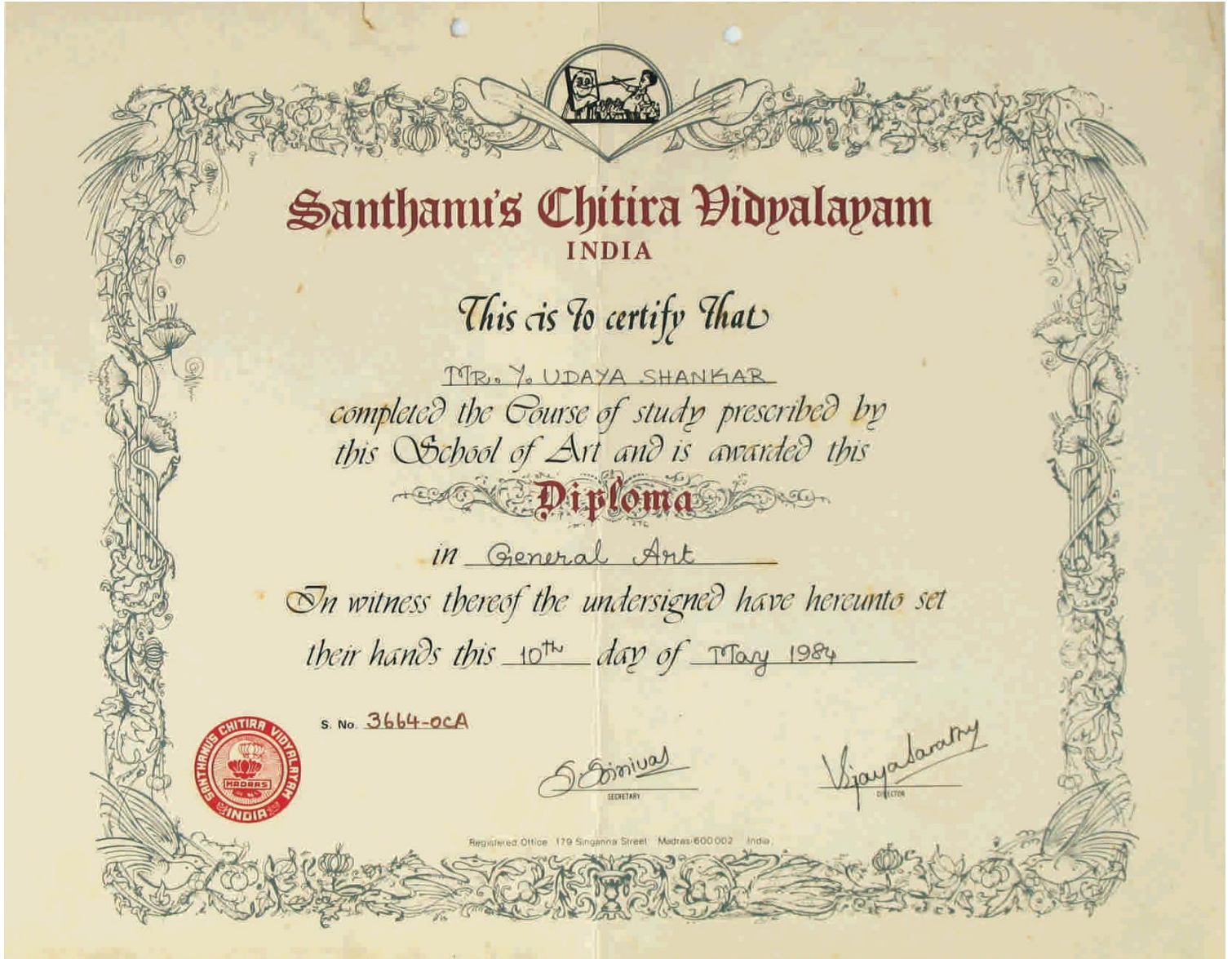


SECRETARY
STATE BOARD OF TECHNICAL EDUCATION
AND TRAINING, ANDHRA PRADESH



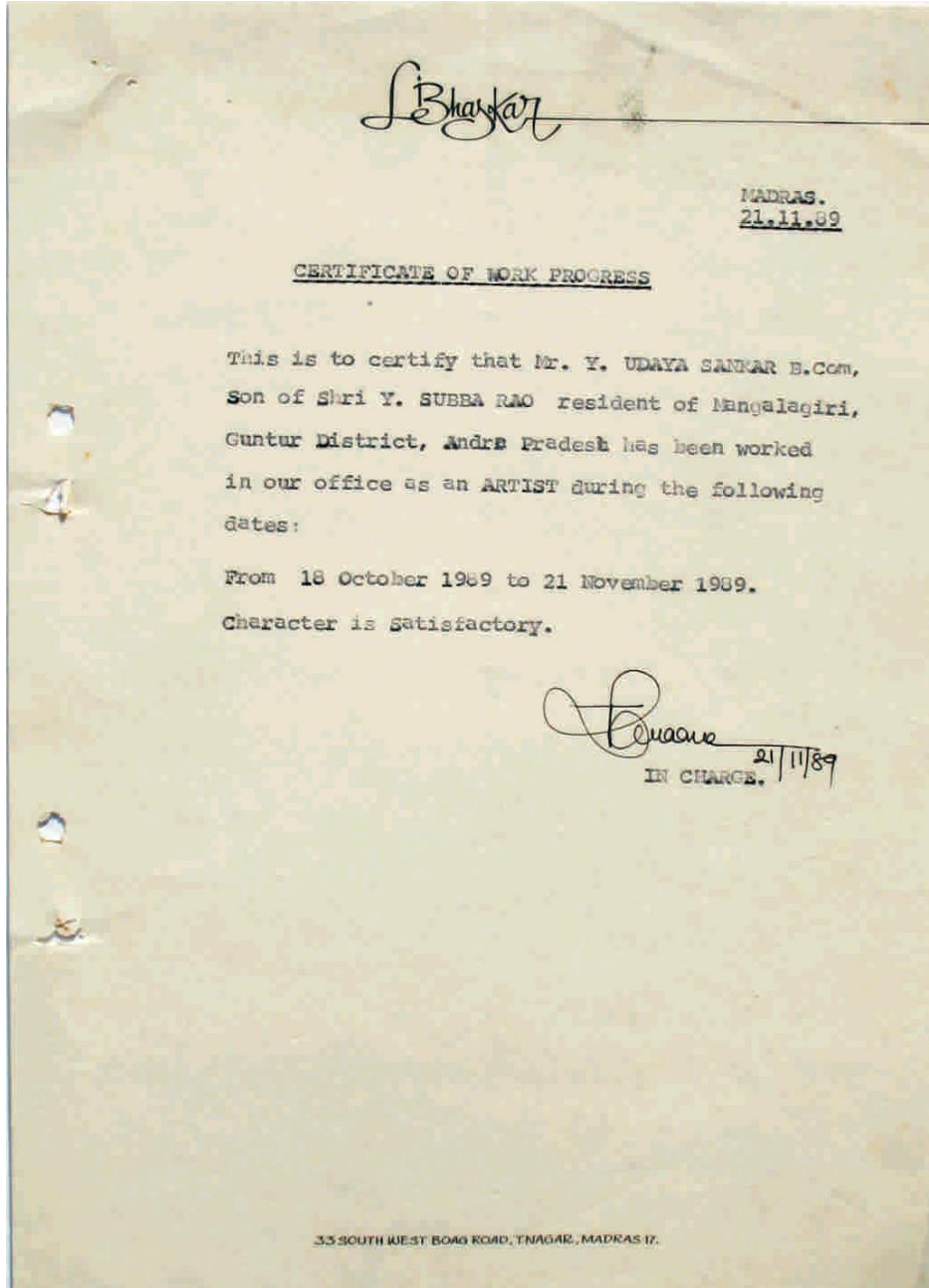


DGA Certificate Diploma in General Arts



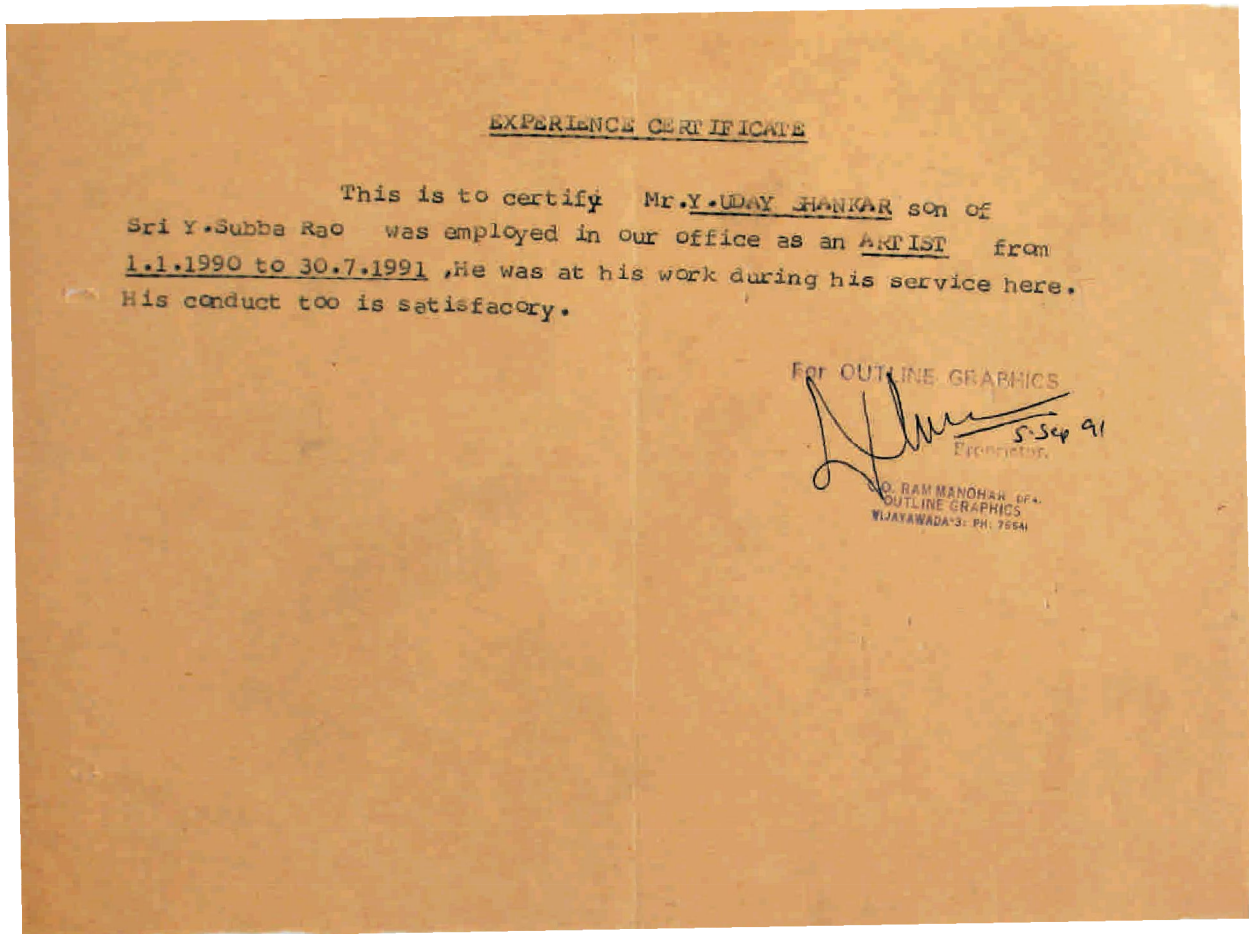


Work Experience Certificate No. :1



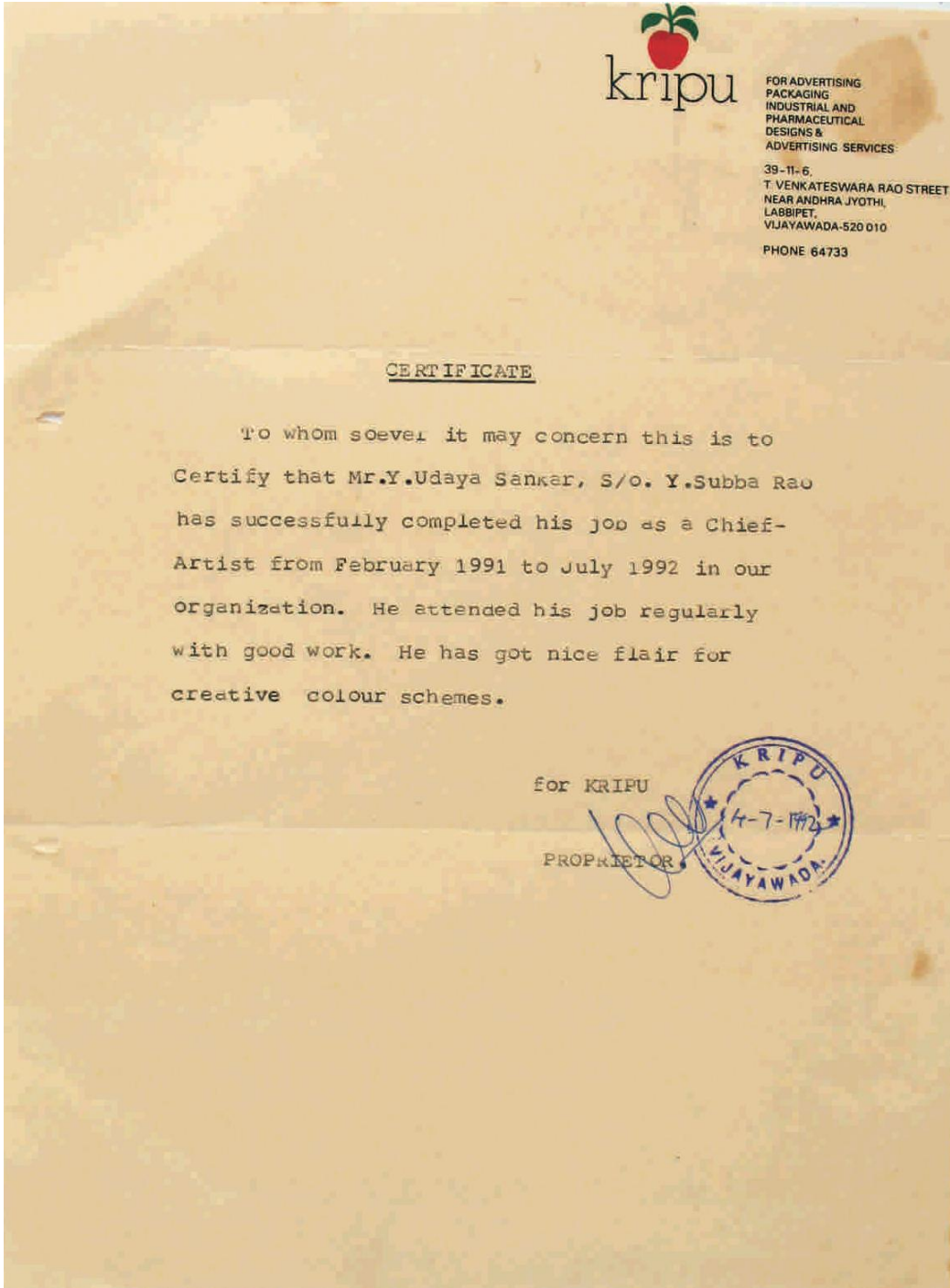


Work Experience Certificate No. :2






Work Experience Certificate No.: 3





Work Experience Certificate No.: 4

 **GOPIKRISHNA ADS**

D.No: 59-14-1A, Opp.Church, Stella College Road,
Gayathrinagar, VIJAYAWADA-520008. ☎ 475220

Ref..... Date 26-06-92.

To whom soever it may concern

This is to Certify that Mr. UDAYA SHANKAR-Y

----- has Worked in our organisation

from 10-3-91 to 1-5-92 He is a brilliant

Artist with great Creativity. He does Job neatly perfectly

and keeps up Schedule.

For GOPIKRISHNA ADS.
M. Ramesh
(M. RAMESH) Proprietor.





Work Experience Certificate No.: 5

SHAH

Advertising Services

27-21-6, Upstairs,
Kaleswara Rao Road, Governorpet,
VIJAYAWADA - 520 002.
Phone : 63519

Dated: 27-6-92.

To whom soever it may concern

This is to certify that Mr. Y. Udaya Shankar
S/o. Y. Subba Rao has worked in our organisation
from 1-2-1991 to 3-7-1992. He is a brilliant artist
with great creativity. He does job neatly and keeps
up schedule. Time maintained artist.

FOR SHAH ADVERTISERS,

Proprietor.

(M.D. HUMAYUN)

SHAH ADVERTISERS
VZA-2



Joining Order in RKSwamy BBDO (London Based Ad. Co.)

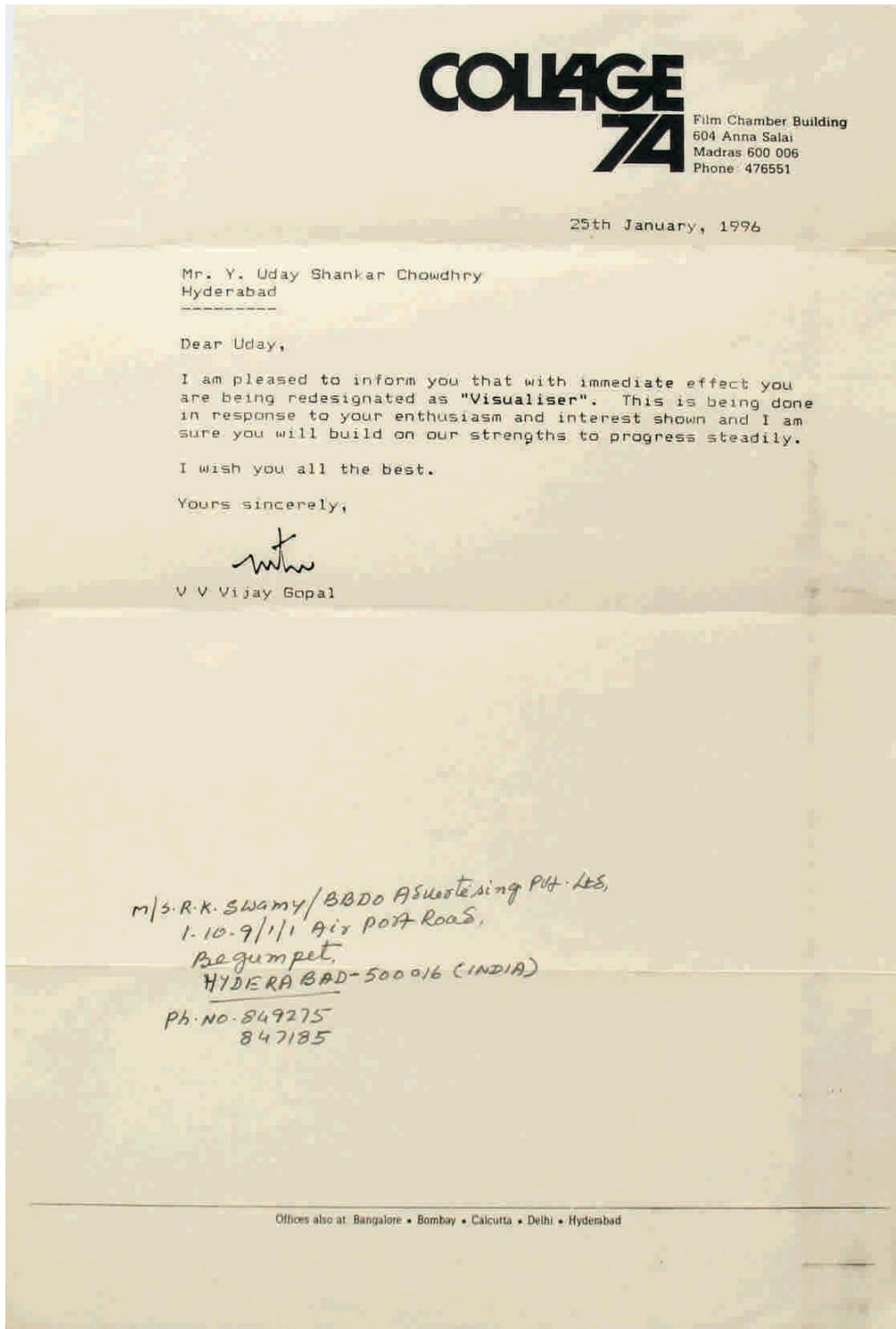


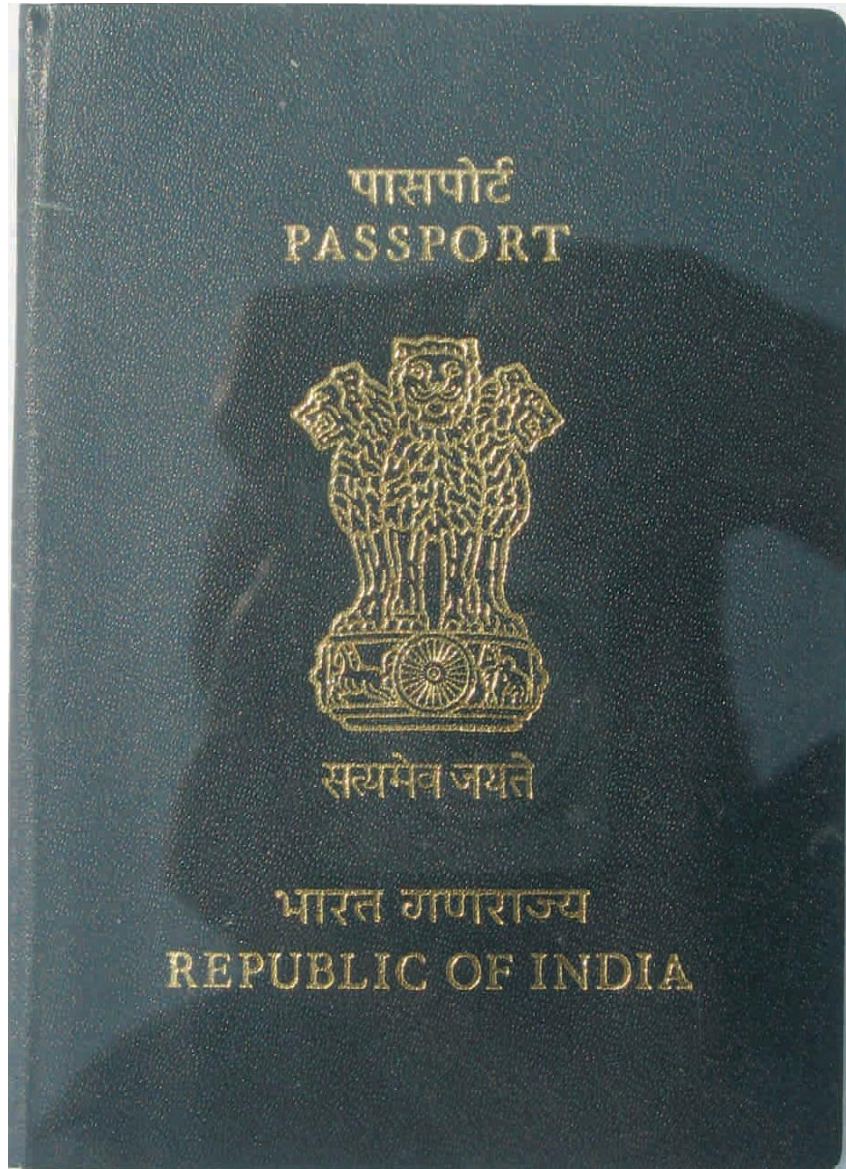


Photo Identity INDIA Pan Card





Pass Port Front Cover





Pass Port Inside Pages No.: Till 36

