



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES



GUEST SPEAKER:

Ms. Vijayalakshmi N S

Manager – Productions, Simple Learning.

With over 20 years of experience in creative production, Vijayalakshmi N S is a seasoned design management and production professional known for transforming artistic vision into impactful, high-quality content. Her expertise spans 2D and 3D animation, visual effects, live action, corporate films, ad films, and educational content, blending creativity, strategy, and leadership.

Her core strengths include strategic production planning & management, artist and team leadership, creative content development, process optimization & cost management and client & stakeholder engagement. She has previously worked at leadership positions at well known organisations such as Byju's – Think & Learn, Crejo.fun and Synergy Images.

Date : 15th October 2025

Time : 9:30 AM

Venue : Class room, KATC Block,
Faculty of Art and Design
Ramaiah Technology Campus, No-
470-P, 4th Phase, Peenya Industrial
Area, Bangalore – 560058.

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About the Session:

Design today is not just about creating — it's about orchestrating creativity. The Art of Managing Design is an immersive masterclass that helps design students understand how management itself is a creative act. Through real-world case studies, reflective exercises, and rapid team challenges, participants will uncover what it truly means to manage design — not as a control system, but as a living, collaborative art form.

What You'll Explore:

- The evolution of Design Management — from studio to strategy
- How creative leadership works in modern design organisations
- The principles and core values behind successful design ecosystems
- Insider insights from leading design professionals and studios
- Hands-on reflection: managing your own creative process

This is not a lecture — it's a living experience in managing chaos, collaboration, and creativity. Expect a dynamic space where art meets accountability, and ideas meet action.

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