

KARTHICK M

LOCALIZATION EXPERT



+91 9944162119



karthickm@live.com



20, New Vishal Garden,
Jothi Nagar 'C' colony,
Suleeswaranpatti,
Pollachi-642006



Localization expert with 16+ years of planning, management and execution of several major projects for the Localization and Design Team. Experience of managing the projects streams across various teams and various content verticals and for all elements of the localization work-flow. Responsible for building partnerships with key regional organizations, including Content, Marketing, Designing, Business Development, PR, and other cross-functional teams



ADOBE ILLUSTRATOR

ADOBE FRAMEMAKER

ADOBE INDESIGN

ADOBE PHOTOSHOP

ADOBE XD

QUARKXPRESS

COREL DRAW

MEMOQ

MS OFFICE

XTM AND PLUNET



DTP SPECIALIST LOCALIZATION - CONSULTANT

MAYFLOWER LANGUAGE SERVICES PVT LTD. (SUMMA LINGUAE TECHNOLOGIES) (JAN 2022 TO PRESENT)

- Work closely with the STL Nordics team (Sweden) to manage Language translation and DTP projects.
- Manage localization projects from beginning to end, working closely with language specialists, localization engineers, terminologists, product management and development, internal business partners, external vendors, and other departments.
- Ensure project deliveries meet deadlines, are on budget, and meet release quality criteria.
- Handles the translation process using the memoQ CAT tool, which plays the major role for all our clients.
- Follow analysis of client-specific localization software application requirements.
- Handles with Internal Management Systems such as JIRA, TSQ, KTMS.
- Used to assign and manage all the DTP and Translation tasks using Pluent, XTM and internal project management tools.
- Work closely with Global Managers, Localization Engineers, Content Managers, and Marketing teams.
- Assign the process and support the team members to overcome process-related queries.

TECHNICAL SERVICE LEAD - LOCALIZATION

LIONBRIDGE TECHNOLOGIES (JUL 2021 TO JAN 2022)

- Managing a team of external DTP specialists. Meeting customers to discuss their DTP requirements.
- Ensuring that resources and specialists are in place with the assistance of DTP Manager and DTP Outsourcing Manager.
- Achieving the goals assigned by the DTP Manager and Project Managers.
- Analysing the product from a DTP/localisation point of view, evaluating files, and preparing projects for DTP.
- Preparing DTP kits with instructions for DTP specialists.
- Producing consistent high quality work and ensuring that the work carried out meet required quality standards.
- Liaising with project managers, co-ordinators and team leads of other groups- in planning the project schedule.
- Keeping the Project Manager and DTP Manager well informed on the status/progress of the project.
- Track and report performance feedback to external resources and the DTP Outsourcing manager.
- Performing Desktop Publishing in a variety of packages as required by customers, both PC and MAC.
- Research of DTP material, tools and packages. Ensuring that all DTP procedures are duly observed.

TEAM LEAD - CONTENT AND DATA PUBLISHING

SPI TECHNOLOGIES PVT LIMITED (NOV 2020 TO FEB 2021)

- Managing a team of content managers, key internal stakeholders and publishing specialists.
- Ensuring that resources and specialists are in place with the assistance of publisher guidelines.
- Project Launch meetings / Status meetings of the stakeholders – with project management trackers.
- Co-ordinate projects with the editors, vendors, production editorial and other stakeholders.
- Working on each project with editors to get a clear understanding of the production editorial effort with transmittal forms – specifically artwork, image writeups and placeholders.
- Drives innovations to improve customer service at the account.
- Work closely with publishing resources specialists, including e-publishing specialists, DTP paginators, Graphic Designers, Language translators, content editors, etc.
- Manager and ensure that all inputs provided by authors/ journal editors in their reviews are incorporated into the articles and issues correctly.

HEAD OF OPERATIONS - LOCALIZATION

PUB GLOBAL PRIVATE LIMITED (JUL 2014 TO DEC 2019)

- Operation control all the way through to localization projects. Experience in project coordination in language technology with global clients.
- Handling all formats of DTP projects using core software using Adobe Illustrator, Photoshop, InDesign, Coreldraw, FrameMaker, QuarkXpress, MS office applications, etc.
- In-depth knowledge and hands-on experience with graphics design, desktop publishing, technical layout for small to medium-sized marketing projects of moderate complexity looking for guidance was done in unique situations.
- Provide support to the Design team by overseeing the life cycle of print and e-collateral (sales sheets, brochures, reports, handouts).
- Prepare layouts and graphic elements creatively in adherence with established brand guidelines, standards and templates.
- Fully proficient in performing more complex graphic and digital document design services, from concept to design to print management.
- Collaborate and communicate at all production levels with the client, internal offices, stakeholders, design team and production team.
- Experience managing and servicing international accounts in 10+ markets with multiple stakeholders is desirable.
- Strong communication skills both in English and native language.
- Makes resource allocation/vendor selections for Language, DTP, and QC services based upon availability, qualifications and cost considerations while maintaining quality standards. Understanding of end-to-end User Interface (UI) and User Experience (UX) execution and management.
- Strong sales and negotiation skills.
- Advanced knowledge of video and audio localization workflows.
- Identify vendors to meet targeted guidelines, negotiate rates and other work arrangements and identify opportunities to develop strategic pricing models.
- Maintain awareness of industry standards, practices, tools, and resources regarding vendors and propose revisions to company direction, operation and policies accordingly.
- Experience of managing regional operations (Specifically in Localization and Translation).

ASSISTANT PROJECT MANAGER - LOCALIZATION

DATAPAGE DIGITAL SERVICE PRIVATE LIMITED (MAY 2012 TO MAY 2014)

- Experience in localization projects like translation and desktop publishing.
- Extensive support to the client account through developing effective project delivery solutions/proposals.
- Supervise and support the work of submission delivery associates and specialists.
- Focusing on the localization budget through gathering data on the cost, timeliness and quality of projects.
- Responsible for the successful planning, execution, monitoring, control and closure publication of articles and issues with agreed timelines.
- Lead the creation and implementation of publishing working practices and procedures aimed at simplifying processes and maintaining quality.
- Collaborate with marketing and design teams to publish site content for different jobs.
- Work with the content manager to create and follow a marketing plan for all clients/products.
- Interact with and report to publishers and other suppliers by tracking and scheduling manuscripts.
- Experience in book or journal quality control with good communication skills, with effective project experience.

TEAM LEADER - DATA SERVICES

365 MEDIA PRIVATE LIMITED (JAN 2011 TO JAN 2012)

- Responsible for operational control of research projects from initiation to implementation, analysis of results and reporting.
- Strong experience in data quality management and data cleansing.
- Strong ability to understand data research project requirements.
- Support team with information on product updates, context for translation tasks.
- Lead regular team meetings and resolve issues.
- Marketing experience that's focused on web usability, analysis, technical understanding of digital-first communication.

AUTHORING TOOL FORMATTER - TECHNICAL PUBLICATION

CARESOFTECH GLOBAL PRIVATE LIMITED APR 2006 TO DEC 2010

- Responsible for creating technical documents, Training Materials and manuals, explaining complex information in a clear and concise manner and working with Engineering staff and SMEs to ensure accuracy of product descriptions.
- Designing process for various silo materials, automobile products, manufacturing materials, etc.
- Experience exploding or tracing assemblies in Adobe Illustrator and creating illustrations.
- Development of Illustrated parts catalog from "raw" engineering data, drawings and supplier data in numerous formats.
- Experience of creating documentation plans, ensuring delivery of top quality documentation in time with our release schedule.
- Prepare a part list using the available PLM application and compile it into a BOM list by assembly structure.
- Collaborate with the Technical Publication team and Centers of Excellence for better understanding of the product.
- Provide training and mentoring to team members to drive best practices and excellence in designing learning solutions.
- Proficient with Adobe Cloud platforms and design tools.
- Creating catalogs adhering to international standards, resulting in higher customer satisfaction levels.



Masters in International Business 2011-13
Bharathiyar University - Coimbatore.



Certified Business Analysis Professional
(CBAP®) Certification - 2023

Bachelors in Computer Science 2008-10
Bharathiyar University - Coimbatore.

Diploma in Computer Technology 2004-2006
Nachimuthu Polytechnic College - Pollachi.