

I work with brands to convey their vision through their workspaces and brand communications. By creating unique design themes for their retail, leisure or work spaces and balancing data with design. I always strive to amalgamate different materials and intrinsic concepts altogether in a space to create something unique and functional for these brands.

EXPERIENCE

Vice President, Design

May 2021 - Present

AICL Communications | Mumbai, India

- Brand strategy and structuring for major brands across India.
- Annual reports and web-based applications for brands.

Head Graphic Designer

Aug 2015 - April 2021

Pepperelektrik Studio | New Delhi, India

- Generation of user experiences through strategic design thinking, delivering solutions with identity, experiential design and branding to build cohesive design environments.
- Work with teams of fabricators and vendors to bring execution costs within budgets.
- Create scalable design concepts that maximise the experiences of the client's workforce.
- Design and consultancy for corporate identity, internal communication and way-finding.
- **Clients worked for include** — Coca Cola, Laudes Foundation, Adobe India, Jindal Steel, Gartner, Hero Motocorp, ITC, Nasscom, Safexpress logistics and other esteemed brands.

Graphic Designer

Sept 2013 - July 2015

Entertainment Design Company/EDC | New Delhi, India

- Creative conceptualization for invitation design—using various facets of print production..
- Identity design undertaken for luxury brands across India, Europe and the UAE.
- Installations designed for brands to create retail displays.

Graphic Designer

Sept 2012 - Aug 2013

Kyoorius Exchange | Mumbai, India

- Publication design for the Kyoorius Magazine and other zines for the organization.
- Identity design undertaken for Kyoorius Design Yatra (major design event in India).
- Presentation design for various sponser-driven projects.

Art Director

May 2012 - Aug 2012

Tree Creative | New Delhi, India

- Print design undertaken for branding projects in the real-estate sector.

Junior Graphic Designer

May 2011 - April 2012

4:Design | New Delhi, India

- Identity design and Environmental graphic design for various brands.
- Won the Gold Award for 'Creativity in Print' by 42 CREATIVITY International Awards.
- Featured in 'The Brand and Brochure & Layout Design' Books 2013.

Graphic Designer Internship

June 2010 - Aug 2010

4:Design | New Delhi, India

EDUCATION

Design course: Typography Intensive (3 weeks)

2019

Central Saint Martins - University of the Arts London | United Kingdom

BA (Hons.) Communication Design, Design and Visual Communications

2007 - 2011

Pearl Academy | New Delhi, India | Grade : First Class with Distinction

Student Exchange Programme in Scotland

2010 - 2011

Typeface Development (12 weeks)

Adam Smith College, Fife

Secondary and Senior School Certificate, Central Board of Secondary Education

St. Columba's School | New Delhi, India | 1994 - 2007

TECHNICAL SKILLS

- Adobe Creative Suite (*Expert*)
- Microsoft office (*Intermediate*)
- Material fabrication knowledge for execution and installation. (*Expert*)
- AutoCAD (*Basic*)

ADDITIONAL SKILLS

Leadership Skills

Design Head and project manager

Managed and lead teams of designers/illustrators/fabricators

Communication skills

Great with client interactions, project coordination and negotiations with vendors to meet the best solutions for fabrication

Budgeting

Bring execution/fabrication costs down to the client budgets

Social/civic interests

Active interest in Wildlife and social awareness projects

Currently based in New Delhi, India.

Skype ID : live:ak5feb

