

Shiva Krishna

I'm a seasoned Graphic Design Lead with a passion for transforming concepts into captivating visual experiences. With years of experience guiding design teams, I excel in crafting cohesive brand identities and innovative solutions across print and digital platforms.

My expertise lies in not just creating eye-catching designs, but also in mentoring and inspiring others to push creative boundaries and deliver excellence every step of the way.

Designer



shivakris.com

Bē @artdr01d

Professional Experience

2023 - 2024 | Design Lead
Just Jugaad

- Responsible for leading the design team and overseeing all aspects of design, including branding, packaging, social media and user interface design.
- Developed creative concepts, visual strategies, and design solutions that resonate with target audiences and drive engagement.
- Provided guidance, mentorship, and direction to a team of designers, fostering a collaborative and creative work environment.
- Maintained high standards of quality and consistency across all design deliverables, reviewing work for accuracy, coherence, and adherence to brand guidelines.
- Kept abreast of industry trends, emerging AI technologies, and best practices in design and marketing, integrating new ideas and approaches into projects, with the aim of enriching my team's knowledge base and fostering a culture of continuous learning and innovation.

2022 - 2023 | Design Lead
Turno

- Responsible for leading the design team and overseeing all aspects of design, including branding, marketing collateral, packaging, product design, and user interface design.
- Worked closely with cross-functional teams, including product, engineering, and marketing, to ensure that all designs are aligned with our company's goals and vision.
- Developed and maintained the company's branding and visual identity.
- Designed collaterals for multiple experimental campaigns to understand the target audience from footfall campaigns to CTR experiments.
- Stayed up-to-date with industry trends and best practices with the aim of enriching my team's knowledge base and fostering a culture of continuous learning and innovation.

2021 - 2022 | Senior Designer
Pitstop

- Led the design team and help deliver projects from concepts to completion.
- Organised brainstorming sessions with the team to ideate and design the effective offline marketing campaigns.
- Revamped the UI/UX of the App and the website to be user friendly and visually intune with the brand identity and worked closely with the product manager and developers.
- Revamped the brand visual identity and made a complete overhaul of how the brand was presented on a whole both digitally and in print.

2019 - 2020 | Graphic Designer
Pink Lemonade

- Collaborated with the design team in the creation and development of visual assets, including logos, branding materials, advertisements, social media graphics, and website layouts for more than 20 Brands.
- Collaborated with the marketing strategy team to brainstorm and develop creative marketing concepts that align with client objectives.
- Took advantage of opportunities for professional development, such as attending workshops, webinars, or training sessions, to enhance design skills and expand knowledge in the field.
- Lead designer for Lenovo, responsible for all their design requirements such as E-mailers on a daily basis, offline brochures and other collaterals.
- Worked closely with the junior designers and helped them ideate and generate ideas in brainstorming sessions and help them see through the projects from concepts to end designs.

2018 - 2019


**Graphic Designer
Cryptic Intel**

- Responsibilities include designing social media design, print design, branding and rebranding in f&b.
- Took direction from senior designers or creative leads to execute design concepts and bring them to life.
- Maintain clear and open communication with team members, seeking guidance and feedback as needed, and contributing ideas and insights to team discussions.
- Major clients include Flipkart, 1131 Bar and Kitchen, House of Commons, Red Rhino and other F&B places in Bangalore.

2017 - 2018

**Game and Graphic Designer
Pixmyth Studios**

- Responsibilities include game design, game art, graphic design, branding, video editing, web design and UI/UX design.
- Ideating games and work closely with the artists and developers to craft a well detailed game.
- Created artwork for outsourced indie games from much larger studios like Moonfrog and Zapak games.

Formal Education 

**B.Sc Game and Interaction Design
2014 - 2017**


ICAT Design & Media College


Graduated with **honors** through
Birmingham City University, London


Languages 

English 
Tamil 
Hindi 
French 
Japanese 

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