



VIVEK SASINDRAN

RESUME SENIOR BRAND DESIGNER

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PRESENT LOCATION : INDIA



SUMMARY

**Brand Designer
With Fifteen Plus
Years Of Experience**

Summary:

I'm a Brand Designer with a proven track record of 12 years in branding, strategy, and communication, complemented by a solid foundation of 3 years in Industrial Design. I possess a deep understanding of how to craft compelling brand narratives and cultivate distinctive brand identities that deeply resonate with target audiences. My approach is rooted in meticulous research, strategic thinking, and an unwavering passion for storytelling. This allows me to infuse brands with vitality, sculpting their unique personalities through visually captivating aesthetics and comprehensive branding campaigns.

SKILLSSETS

I am looking forward to join a dynamic and skilled team where I can leverage my expertise to further elevate brands.

**Confident To Handle
Any Projects In The
Sector Of Branding**

Skillsets:

I have extensively worked on the topics listed below and I am confident to take up any projects that involve similar scope. The skillsets include all the major aspects required to create a successful brand.

- Brand Identity & Experiences
- Packaging And Retail Design
- Print Promotional Designs
- Brand Guideline Creation
- Corporate Collaterals
- Social Media Designs
- Creative Slogans And Taglines
- Insight And Analysis
- Brand Strategy, Purpose And Positioning
- Naming And Brand Voice
- Brand Portfolio And Architecture
- Communication Strategy
- Digital Asset Creation
- Creative Content Creation
- Brand Governance
- Digital Asset Management
- Communication Campaigns
- UI/UX Consultation
- Industrial Design

EMPLOYMENT HISTORY

Experion Technologies

Consultant - Experience & Strategy
3 Years 3 Months
Existing Company

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Employment history:

Experion Technologies - Consultant Brand Experience and Strategy
December 2021 - Till date - 3 Years 3 Months

At Experion Technologies, I work as a consultant in the design services department, streamlining the experience offered by the brand. My core area of operation is Brand strategy, experience and communication.

My responsibilities at Experion Technologies were

- Communicating with marketing teams to ensure brand alignment
- Helping shape and communicate the brand's vision and mission
- Translating brand elements into plans and go-to-market strategies
- Advising multiple teams and departments on branding strategy
- Align the company around the brand's direction, choices and tactics
- External brand partnerships and associations co-branding
- Creation of corporate gifts, coffee table books, brochures and presentations

EMPLOYMENT HISTORY

**VveQ | Be Worldwide
Senior Brand Designer**
4 Years 7 Months

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Employment history:

VveQ | Be Worldwide - Senior Brand Designer
March 2017 - November 2021 - 4 Years 7 Months

VveQ|Be Worldwide is a South-India based branding company that engages in consultation, creation and campaign services that deliver optimal results. VveQ was Rebranded to Be Worldwide in 2019.

My responsibilities at VveQ | Be Worldwide are

- Strategize and position brands based on scientific research and insights to yield optimal results.
- Design corporate identity, brochures, company profiles, digital creatives, brand guidelines, and slideshow videos to ensure brand reach.
- Define and create visual language extension of the brand - illustrations, icons, colours and typography.
- Ensure consistent and cohesive design throughout the company.
- Collaborate with Content Marketing and others to establish a clear and concise brand voice, tone, and personality.
- Continually iterate on concepts to make the brand relevant and relatable to its audiences.
- Prioritize work and resources across various projects.
- Manage a team of Designers, illustrators, motion graphic artists and copywriters to produce desired result.

EMPLOYMENT HISTORY

**Brainwash Branding
Brand Designer**
2 Years 9 Months

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Brainwash Branding Creatives and Concepts - Brand Designer
May 2014 to Feb 2017 - 2 Years 9 Months

Brainwash is a South-Indian creative agency that creates impactful brands through innovative breakthrough solutions.

My responsibilities at Brainwash were

- Study design briefs and determine requirements.
- Conceptualize visuals based on requirements.
- Prepare rough drafts and present ideas.
- Develop illustrations, logos and other designs using software or by hand.
- Define appropriate colours and layouts for each graphic based on the requirement of the brand.
- Create 3 Dimensional artworks and generate high quality renders.
- Work with copywriters, illustrators and motion graphic artists to produce the final design.
- Test and validate creatives across various media.

EMPLOYMENT HISTORY

Sohamsaa Systems
SENIOR Designer
1 Year 8 Months

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Sohamsaa Systems Pvt. Ltd - Senior Industrial Designer

July 2012 to March 2014- 1 Year 8 Months

Sohamsaa is a Boutique Design House focused on developing Innovative and Highly Differentiated products in the Mobility, Retail and Enterprise space. I joined Sohamsaa Systems Pvt. Ltd. as an industrial designer and later got promoted as Senior Industrial Designer.

My responsibilities at Sohamsaa were

- Develop and style products considering usability, ergonomics and aesthetics.
- Research and understand customer and market need to identify new design opportunities.
- Develop and present design concepts to stakeholders using a variety of media.
- Stay up to date with the latest trends and design languages.
- Coordinate efforts between research, strategy, graphic design and engineering teams to deliver the final product.
- Lead design projects and coordinate with junior designers to execute design strategy.

Ubris Designs
Industrial Designer
2 Years 1 Month

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Ubris Designs Pvt. Ltd - Industrial Designer

June 2010 to June 2012- 2 Years 1 Month

Ubris is the industrial design wing of Planet 3 Studios Architecture, Mumbai. Here I was involved in conceptualizing, designing and branding of seating systems, sports gear and personal accessories. The seating system, named Bounce, co-designed by me, won the Red Dot design award in 2011.

My responsibilities at Ubris were

- Research the various ways in which a particular product might be used and who will use it.
- Sketch ideas or create renderings, images on paper or on a computer that visualizes design ideas.
- Use computer software to develop virtual models of different designs.
- Create physical prototypes of their designs.
- Examine materials and manufacturing requirements to determine production costs.
- Work with other specialists, such as mechanical engineers and manufacturers, to evaluate whether the design concepts will fill needs at a reasonable cost.
- Evaluate product safety, appearance, and function to determine if a design is practical.
- Present designs and demonstrate prototypes to clients for approval.

RECOGNITIONS

Red Dot Design Award

Awards And Recognitions

- Red Dot Design Award- 2011, Bounce Seating System
- Young Designer Award - IA&B Magazine



reddot design award
winner 2011



EDUCATION

Coventry University
IIMK

Education

Masters in Product Design

Coventry University | MSRSAS, Bangalore
2008-2010



Design Thinking and Innovation Management

Indian Institute of Management - Kozhikode | IIMK
2019 - 2020

SOFTWARE

Adobe Creative Suite

Software Proficiency

Adobe Illustrator | Adobe Photoshop | Adobe In Design | Microsoft Office | Adobe Premiere | Solidworks | Autodesk Alias | Sketchbook Pro | Keyshot | Google Sketch Up | Corel Draw | Pages | keynote | Numbers | Figma | Miro

OTHER EXPERIENCE

Manufacturing
2 Years 8 Months

Other Relevant Experiences

Manufacturing and Production | 2005-2008

Prior to doing Industrial Design, I had three years of relevant design and production experience in the manufacturing industry. Most of the learning was around designing and manufacturing of plastic and sheet metal products. This experience gives me valuable insights during the execution phase of branding projects.

NATIONALITY

AVAILABILITY

**Immediately Available
To Relocate**

Nationality & Visa

Nationality : Indian
Passport No : P6-----3
Passport Validity : 21.02.2027

Availability:

Notice Period : Two Months
Immediately Available To Relocate.
Current Location: Kerala, India

PORTFOLIO LINK

Online Portfolio

Link To Online Portfolio

<https://www.viveksasindran.com>
<https://www.behance.net/vveqdesign>



https://instagram.com/vivek_sasindran
www.linkedin.com/in/vveq

Some Of The Major Clients I Have Worked With

Major Clients



Reference:

Parag Prasad:
 Founder, Director, Sohamsaa Systems Pvt.Ltd,
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Declaration: I hereby declare that the details furnished in this document are true and correct to the best of my knowledge and belief and I undertake to inform you of any changes therein, immediately.

Warm Regards

 Vivek Sasindran

TESTIMONIALS

Vivek Sasindran is a guy who elevates your product, brand and thinking around it. Working with him had always been an enjoyable experience. He brings a lot of empathy, skill and sensibility, along with a great deal of humility. His willingness to go the extra mile is truly heartening. But, above all, every time he delivers and that too beyond our expectations.

Viswanath Parameshwaran
 Founder & CEO
 Logical Steps, Singapore

Working with Vivek was a great experience. Vivek is an exceptionally creative designer, and his dedication to work is incredible. The way he transformed our FMCG brand Lekokonut truly deserves credit.

Dr. Juneiza Parveen
 Director
 Lekokonut, Malaysia

He can read minds! Vivek has helped us frame all our brands with excellent clarity and future vision. It's energizing to see him carve our vision into great visuals and content.

Dr. Thomas George
 Founder, Principal
 LEAD College of Management, India

I first associated with Vivek Sasindran, for my movie 'Veeram', for which he came up with excellent design concepts. The creatives for Veeram was far grander than I had anticipated. He was part of all my ventures, including the RINFF Rain International Film Festival and MACTA Women's International Film Festival. Someone different in thinking, all his works have a philosophical dimension to them.

Jayaraj
 Filmmaker
 India

I am delighted about all the works that we've done in association with Vivek. Vivek is flexible, approachable and is a brilliant designer. He played an important role in conceptualising our healthcare and education brands Matria and My School, respectively. I would certainly like to associate with him for future projects

Dr. Mohamed Kasim
 Director
 Dr. Kutty's Healthcare Pvt. Ltd.
 India & UAE

THANK YOU

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