

Shyam
Venkitesh

Senior Brand &
Digital Designer

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📍 Berlin, Germany



View Portfolio



shyamvenkitesh



Professional Summary

Senior Brand & Digital Designer with 8+ years of experience creating visual identities, campaigns, websites and digital experiences across agency, in-house and international studio environments.

Experienced in translating business and brand strategy into clear visual systems through positioning, content architecture and digital execution. Worked across branding, web design and digital storytelling for global brands, startups and growing businesses.

Selected
Experience

Multidisciplinary
Designer
Factory 39
Limassol . Cyprus
Aug 2025 – May 2026

- Worked across brand strategy, visual identity, website design and digital communication for clients spanning manufacturing, retail, professional services and technology sectors.
- Conducted brand audits, competitor analysis and perception reviews to identify positioning opportunities and shape clearer brand direction.
- Contributed to naming, messaging and content strategy initiatives, helping translate business objectives into cohesive brand experiences.
- Designed and structured websites in Webflow, Shopify and Framer, focusing on content hierarchy, CMS architecture and responsive design systems.
- Delivered branding systems, websites and marketing assets across digital and print touchpoints.
- Collaborated directly with founders, marketers and cross-functional teams to deliver brand and digital solutions from concept through execution.

Lead Creative
Designer
Glance-Roposo
(InMobi Group)
Apr 2023 – Jun 2024

- Led creative initiatives across brand campaigns, platform experiences and monetisation products for one of India's largest lock screen content platforms.
- Partnered with product, marketing and business teams to develop visual solutions that aligned user engagement goals with commercial objectives.
- Contributed to the development of new advertising formats, branded experiences and live shopping concepts on Roposo, supporting platform engagement and revenue growth.
- Created brand systems, campaign assets and communication frameworks across consumer, partner and advertiser-facing touchpoints.
- Collaborated on campaigns and strategic initiatives involving Amazon, Coca-Cola, YouTube and Unilever.
- Managed and mentored a team of designers, overseeing project allocation, creative direction, quality standards and professional development.

Senior Designer
Glance-Roposo
Bangalore . India
Apr 2021 – Mar 2023

Other
Experience

Senior Designer
Bubble Network
Bangalore . India
Sep 2019 – Mar 2021

Senior Graphic Designer
BeBold Social
Bangalore . India
Aug 2018 – Aug 2019

Graphic Designer
Creative Seeds
Bangalore . India
Apr 2017 – Jun 2018

Education

MA . Digital Art Direction
Istituto Marangoni
Milan . Italy
Oct 2024 – Mar 2026

BFA . Sculpting
College of Fine Arts
Bangalore . India
Jul 2013 – Mar 2017

BTech . Civil Engineering
SCMS College of Engineering
Kochi . India
Jul 2008 – Mar 2012

Selected
Expertise

Brand & Strategy

Positioning, Naming,
Brand Storytelling, Content Strategy

Design

Visual Identity Systems, Art Direction, Typography, Layout Design,
Concept Development, Presentation Design

Digital Experiences

Web Design, Information Architecture, CMS Planning, Responsive Design,
E-commerce Experiences, Website Strategy

Tools & Platforms

Adobe Creative Suite, Figma, Webflow, Shopify, Framer, AI-Assisted Creative
Workflows

Languages

English - C2

German - A1