

Shyam
Venkitesh

Senior Brand &
Graphic Designer

M +49 155 6515 6655

W www.shyam.design

@ connect@shyam.design

📍 Berlin, Germany



View Portfolio

Brand Systems · Typography · Campaigns · Social & Digital Experiences

Senior Brand & Graphic Designer with 8+ years of experience creating identity systems, typography-led campaigns and digital brand experiences across agency, in-house and international studios.

Combines conceptual thinking and art direction with hands-on execution across brand systems, social, web, presentations and print. Promoted to Lead Creative Designer at Glance-Roposo, with experience directing designers and partnering with product, marketing and business teams from concept through delivery.

Experience

Multidisciplinary
Designer - Brand &
Digital

Factory 39
Limassol, Cyprus
Aug 2025 - May 2026

- Led the Muskita Aluminium Industries identity refresh and extended the system across its website, catalogue and editorial layouts, brand guidelines, presentation templates, packaging, vehicles and outdoor applications.
- Translated brand and business strategy into identity systems, digital experiences and communication frameworks for clients across manufacturing, retail, professional services and technology.
- Conducted brand audits, competitor analysis and perception reviews to identify positioning opportunities and establish clearer creative direction.
- Designed responsive digital experiences in Webflow, Shopify and Framer, defining content hierarchy, CMS structure and reusable visual patterns for consistent brand expression.
- Owned work from early research and concept development through typography, stakeholder presentations and final delivery, collaborating directly with founders, marketers and cross-functional teams.

Lead Creative Designer
Promoted from Senior
Designer in April 2023

Glance-Roposo,
InMobi Group
Bangalore, India
Apr 2021 - Jun 2024

- Led creative initiatives across brand campaigns, platform experiences and monetisation products for Glance and Roposo, working across consumer, partner and advertiser touchpoints.
- Created brand systems, campaign assets and communication frameworks spanning typography, colour, iconography, motion principles, social formats and product-facing expression.
- Partnered with product, marketing and business teams to align creative decisions with user engagement and commercial objectives.
- Contributed to new advertising formats, branded experiences and live-shopping concepts designed to support platform engagement and revenue growth.
- Managed and mentored designers, overseeing project allocation, creative direction, quality standards and professional development.
- Collaborated on campaigns and strategic initiatives involving Amazon, Coca-Cola, YouTube and Unilever.

Previous
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 & Design Systems	Brand audits, positioning, naming, identity systems, brand architecture, typography, visual languages and guidelines
Art Direction & Campaigns	Concept development, campaign systems, social design, layout, editorial design, presentation design and motion direction
Digital Experiences	Responsive web design, information architecture, content hierarchy, CMS planning, reusable visual patterns and e-commerce experiences
Creative Leadership	End-to-end project ownership, creative direction, design critique, mentoring, stakeholder presentations and delivery oversight
Tools & Platforms	Adobe Creative Suite, Figma, Webflow, Framer, Shopify and GenAI-assisted creative workflows

Languages

English - C2, Proficient German - A1, Beginner