

INDRAJITH K

SENIOR GRAPHIC DESIGNER I
EXPERIENTIAL BRAND DESIGNER

CONTACT

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LinkedIn



Concept. System. Space.

My work sits between visual design, spatial storytelling, and experience design, turning briefs into pitch stories, visual worlds, interactive touchpoints, and production-ready environments. I started with film posters, where I learned how one strong image can create curiosity before anything is explained. Today, I bring that same instinct into brand experiences, shaping the first impression, the journey, and the final memory.

EXPERIENCE

Marketing Eye FFZ
Jr. Creative Lead

20 Jul 2026 - Present

The Hanging House Experiential Events LLC
Senior Graphic Designer I Experiential Brand Designer

Aug 2022 - 10 Jul 2026
Dubai, UAE

Campaign Independent
Agency of the Year

EVENTEX AWARDS 2025
Agency of the Year - Platinum

Creative Direction: Set the visual direction for brand experiences across pitch decks, key visuals, spatial graphics, screen content, environmental branding, and onsite applications.

Experience Strategy: Translate client objectives into concepts, audience journeys, activation flows, and spatial narratives that connect brand purpose.

Pitch Development: Build client-facing proposals from brief to concept, visual language, activations, spatial direction, and execution logic.

Brand Experience Design: Design event identities, key visuals, stage graphics, signage systems, digital screen layouts, and large-format applications.

Production Oversight: Prepare and refine production-ready artworks for print, vinyl, signage, stage backdrops, and environmental branding.

Selected projects and clients

RTA Blue Line Launch, Nismo Patrol & Z, Nissan Kicks Launch 2025, Dubai Holding, du, INFINITI, Geely, American Hospital.

OPEN CREATIVES

Graphic Designer

Nov 2019 - Apr 2022
Kochi, India

Brand Thinking: Built visual identities and brand communication systems for clients across FMCG, hospitality, industrial, finance, retail, and fashion, shaping how each brand appeared across campaigns, packaging, and digital touchpoints.

Campaign Design: Developed print and digital campaign assets from concept direction to final layouts, adapting ideas across multiple formats while maintaining consistency, clarity, and visual impact.

Packaging and Consumer Design: Designed packaging systems with attention to shelf presence, brand recall, information hierarchy, production practicality, and real-world usability.

Visual Direction: Created moodboards and visual references for TVC pre-production, while leading retouching, manipulation, and image enhancement to define campaign tone, atmosphere, and final visual quality.

MI MEDIA

Graphic Designer

Mar 2019 - Nov 2019
Coimbatore, India

Brand Identity Development: Developed logo identities and brand communication systems through user research, category understanding, and visual exploration, shaping how brands appeared across key touchpoints.

Packaging and Product Communication: Designed packaging layouts and product-facing materials with focus on product positioning, shelf presence, information hierarchy, print clarity, consumer appeal, and production practicality, while reviewing printed samples to ensure the design translated well into physical output.

Social Media Design: Created attention-grabbing social media designs based on audience understanding, content behaviour, visual hooks, and platform-friendly layouts.

DO DESIGNS

Junior Graphic Designer

Jun 2018 - Jan 2019
Kochi, India

Film Poster Development: Supported and developed film posters and title layouts, translating story, mood, character, and genre into strong visual compositions under senior direction.

Visual Exploration: Created sketches, layout options, and poster studies, building an early understanding of composition, typography, hierarchy, image treatment, and visual tension.

Poster Execution: Handled selected poster layouts, image edits, title treatments, and final artwork preparation, gaining exposure to fast-paced creative execution and production workflows.

EDUCATION

B.Sc. Visual Communication,
Hindusthan College of Arts & Science,
2015 - 2018

AWARDS & RECOGNITION

- D&AD New Blood Award Winner, 2026**
Recognised by D&AD New Blood for a creative concept developed for the CANAL+ brief, selected as part of an international student and emerging talent competition celebrating breakthrough ideas in design and advertising.

- Featured in **Campaign Middle East’s Creative Faces to Watch 2026**

- Symbol Awards Creative, Gold**
The All-New Nissan Kicks Launch, Creative Team

- WOW Awards Middle East 2025, Silver**
Brand Experience of the Year, Nissan Kicks Regional Launch 2025

- The Drum Awards 2025, Bronze**
The Red Ring Society, Nissan Nismo, Experiential: Automotive

- The Drum Awards 2025, Silver**
The Urban Drop, Nissan Kicks, Experiential: Automotive

CREATIVE STRENGTHS

Design & Experience	Tools
Brief to concept translation	Adobe Illustrator
Pitch storytelling	Adobe Photoshop
Audience journey mapping	Adobe InDesign
Visual world building	Figma
Solution-led design thinking	PowerPoint / Keynote
Event identity systems	After Effects
Spatial graphics	AI-Tools (Chatgpt, Midjourney, Claude,Runway, etc..)
Interactive touchpoint thinking	
Production-aware execution	