

SUHANI MATHUR

Brand Designer · Visual Identity · Art Direction

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PROFILE

Brand designer and strategic thinker with 4+ years of commercial experience across brand identity, packaging, visual communication, and art direction. Currently deepening strategic practice through an MA in Design Innovation and Brand Management at UCA — building brands from meaning outward, strategy first, then executed with rigour across agency, in-house, and client-facing contexts.

CORE SKILLS

Brand Identity Logo systems · Visual identity · Packaging design · Brand guidelines · Design systems · Typography · Colour theory · Layout & composition	Art Direction Creative rationale · Campaign concepting · Moodboard direction · Visual storytelling · Colour & type hierarchy · Client presentation
Craft & Production Adobe Creative Suite · Figma · Print & digital collateral · Motion graphics · Brand guidelines delivery · Multi-project delivery	Strategy & Research Brand strategy · Competitor landscape analysis · Creative brief response · Content strategy · Conceptual thinking · Design-to-strategy

PROFESSIONAL EXPERIENCE

Graphic Design Intern · Marching Ants Advertising Agency · Mumbai, India · Jun 2023 - Jul 2023

- Contributed to advertising campaigns across 4+ brand clients, producing visual assets for print, outdoor, and digital channels under senior creative direction.
- Designed posters, layouts, and campaign collateral from brief through final production, developing rigour around brand consistency and professional creative workflow.

UI/UX Design Intern · Tata Trent Limited (Westside) · Mumbai, India · Feb 2024 – May 2024

- Led user research across digital touchpoints for a national retail brand operating 165+ stores, translating findings into wireframes that improved visual consistency across the Westside app.
- Conducted UX audits across key user flows, identifying friction points and proposing design solutions grounded in brand guidelines and user need.

Junior Brand & Graphic Designer · PK Digital · Mumbai, India · Sep 2024 – Jan 2025

- Designed brand identities and marketing collateral for 10+ clients across retail, F&B, and lifestyle sectors, maintaining visual coherence across all touchpoints from logo through to campaign application.
- Embedded visual design within brand strategy in collaboration with marketing teams, ensuring consistent messaging across print, digital, and social channels.

Visual Designer · Thru Design · London, UK · Mar 2025 – Jul 2025

- Conceptualised and executed visual identity systems and campaign collateral for product launch briefs across food, lifestyle, and beauty brand categories, developing clear creative rationale for each direction.
- Directed art across cross-functional teams from concept through final delivery, Designed packaging concepts, layout systems, and brand identity applications, delivering production-ready assets across print and digital channels.

Freelance Brand & Social Media Designer · Independent Practice · Remote · Aug 2025

- Built end-to-end brand identities — from concept and logo through to guidelines and launch collateral — for small business clients across food, lifestyle, and beauty sectors.
- Developed content strategies and bespoke visual systems for Instagram and TikTok, aligning brand voice with platform behaviour and audience engagement across multiple accounts.

SELF-INITIATED WORK

Portfolio Design & Development · suhanimmathur.com · Independent · 2025

- Art directed and independently built a fully custom portfolio website — managing information architecture, visual identity, motion design, and content strategy through to live deployment using AI-assisted development tools.

AI-Assisted Creative Development · Independent Practice · London, UK · 2025 – Present

- Building functional digital products and web experiences using generative AI development workflows — applying design thinking to scope, prototype, and ship without reliance on a traditional engineering team.

EDUCATION

MA Design Innovation and Brand Management · University for the Creative Arts (UCA) · London, UK · Sep 2025 – Sep 2026

BA Visual Communication Design · Whistling Woods International (WWI) · Mumbai, India · 2021 – 2024

SKILLS

Brand & Identity: Brand identity systems, visual identity development, packaging design, art direction, brand guidelines, typography, colour theory, layout & composition. **Digital & Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, XD), Figma, Claude, Chatgpt, Adobe Firefly, AI, Canva, motion graphics, social media design. **Strategy:** Brand strategy, creative rationale development, moodboard direction, competitor analysis, content strategy, conceptual thinking. **Collaboration:** Client presentation & pitching, cross-functional collaboration, multi-project delivery, feedback integration, production management, attention to detail.