



# Sathya Sampath Kumar

## Portfolio

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## Contact

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## Education

### Postgraduate:

**University of the Arts London LCC**  
MA Graphic Branding and Identity  
(Batch of 2023)

### Undergraduate:

**National Institute of Fashion Technology**  
B.Des in Fashion Design  
(Batch of 2019)

## Skills

- Proficiency in software - Adobe Photoshop, Illustrator, InDesign, Figma, FigJam, CorelDraw
- Strong understanding of typography, color theory, and design principles
- Ideating and conceptualizing brand strategies and developing brand visual identities adhering to key brand guidelines
- Ability to ideate and follow through creative concepts to bring them to life visually
- Experience with branding & identity design, including creation of brand books
- Strong communication and collaboration skills to work with clients and team members
- Use of web design principles & experience developing websites & other digital media

## About

Hi! I'm Sathya, I am a graphic designer, creative thinker, ideator, and a powerhouse with a flair for bringing concepts into being. I enjoy nothing more than pushing the boundaries and exploring new ideas. Previously having worked on brands like Tinder India, Netflix and Amazon Mini TV, I follow a strong sense of aesthetics and always am eager to continuously learn and grow as an individual.

## Experience

**Graphic Designer at Run For The Hills, April 2024 - Present** London, UK  
As a Graphic Designer at Run For The Hills, a multi-disciplinary design house, I began with ideating for development of key visual identities for hospitality projects as well as stand-alone brand collaterals

**Midweight Designer at OML, Jan 2022 - September 2022** Mumbai, IN  
As a Mid-weight Designer at OML, a prominent agency in Mumbai, I led the creative direction for Tinder's media assets and successful campaign launches. Simultaneously, I steered design initiatives for renowned brands like Netflix, Swiggy, Amazon, Cred etc. Managing a talented team of 5, including 2 designers and 3 copywriters. I orchestrated collaborations, led client discussions, and shaped captivating visual narratives. My role involved strategizing, overseeing implementation, and ensuring an exceptional design standard that resonated with diverse audiences, keeping in line with brand guidelines.

**Brand Digital Designer at KNYA Med, Jan 2020 - Nov 2021** Mumbai, IN  
Being a Digital Designer at KNYA Med, a premium medical apparel brand based in India, I played a pivotal role in the brand's formative journey, crafting its design framework from inception. With a small yet agile team of 2 designers and 2 interns, I spearheaded the development of the brand's visual identity. My responsibilities encompassed media design, advertising campaigns, branded collaterals, merchandise design, and print development for the products. I led the charge in fostering a cohesive and impactful brand image, ensuring that each design element aligned with the brand's vision. Through consistency and creative acumen, I drove the narrative of innovation and quality, in line with the brand's vision for setting a high standard for medical apparel.

**Junior Designer at Salt Studio, Sep 2019 - Jan 2020** Kochi, IN  
As a Junior Designer at Salt Studio, I was instrumental in revamping the brand's visual identity and design culture. I collaborated closely with a team of two designers, spearheading a successful rebranding initiative that harmonized communication across all departments. Also successfully revamped design approaches and fresh design concepts ensuring a unified and impactful brand presence through and through all facets of the brand.

**Design Intern at Payal Singhal, May - Aug 2018** Mumbai, IN  
During my internship at Payal Singhal Design House, a prestigious luxury-wear brand in India, I refined my design fundamentals, immersing myself in real-world experiences. Collaborating with a team of six designers, I crafted social media assets while ensuring adherence to brand guidelines. Working closely with the art director, I contributed to visualizing concept boards for photoshoots and facilitated a software transition, optimizing our design workflow and efficiency.

**Design Intern at Zuleiha Design Studio, May - Aug 2017** Kochi, IN  
As a Design Intern at Zuleiha Design Studio, I was learning the know-how of the brand and how cross-functional teams work. My role involved research and initial concept ideation, brainstorming with senior creatives, and building foundational ideas. Instrumental in concept ideation of the Bindi Project (Bindi is the mark that women wear on their forehead). The campaign involved the creation of branded collaterals for advertisements and social media.