

About

Hi, I am Rajiv. I am a brand designer and art director, and I have spent 14 years shaping brands across some of India's most creative agencies. I love this stuff, watching a brand go from a blank page to something that walks into a room and owns it. I work across brand identity, packaging, art direction, and web design, and my style leans loud, bold, and expressive.

Lately I also use generative AI to think faster and explore wilder, getting from a rough brief to a strong concept without losing the human touch. Originally from Ranchi, I bring that same scrappy, make it happen energy to everything I design.

What I Do

Art Direction
Brand Identity
Web Design
Packaging Design
Editorial Design
Pattern Design

Tools

Illustrator
Photoshop
Figma
After Effects
AI Tools

Education

2008 - 2012

Bachelor of Design

In Communication Design

National Institute of Fashion Technology,
Mumbai, Maharashtra

2008

Primary & Secondary

Education

Kairali School, CBSE Board
Ranchi, Jharkhand

Activities & Interests

Cycling
Trekking
Photography
Virtual Globetrotting

Portfolio

Experiences

June 2022 to Present

Lead Designer (Freelance) | Lazy Eight

Lead brand identity projects and build practical branding guidelines from the ground up.

Manage the creative process end to end, from breaking down the initial client brief to scheduling, conceptualizing the visuals, and executing the final work.

Create packaging that commands attention on both physical store shelves and ecommerce platforms.

Design responsive web layouts that stay visually engaging, on brand, and seamless across every device.

Dec 2018 to 2021

Co Founder Doubleclap, Cloud Studio (doubleclap.co)

Built and managed a dedicated design team, handling hands on work across branding, web design, packaging, and illustration.

Worked closely with clients and project managers to set realistic design schedules and keep projects moving efficiently.

Actively reviewed and guided the team's output to make sure all finished graphics were accurate, precise, and visually strong.

Dec 2015 to 2017

Art Direction & Graphic Design Animal, New Delhi (weareanimal.co)

Designed complete brand identities for major digital and commercial platforms, including Indiatimes, Whatshot, Gadgets360, MensXP, and DLF Cyberhub.

Conceptualized and developed physical brand activations and installations for Adidas.

Directed photoshoots, motion graphics, and social media content for brands like Snapdeal, Housing.com, Microsoft Sprightly, and Clovia.

Developed packaging design concepts aimed at grabbing attention offline and online.

Brainstormed visual concepts directly from client briefs and pitched presentation drafts to stakeholders.

Dec 2012 to 2015

Graphic Design | Opposite HQ (Formerly Beard Design), Goa (oppositehq.com)

Helped build the foundational branding and packaging for early stage startups, including Swiggy, Ather Energy, Tea Trunk, Cheripo, and Postman Pictures.

Designed kaipoche.co, which was one of India's first parallax scrolling websites.

Collaborated on our internal studio website, which earned a final nomination in the Design for Digital category at the 2013 Kyoorius Design Awards.

Worked with senior designers to ideate, prepare drafts, and translate client requirements into clear visual concepts.