

Rajkunwar Pawar

BRAND EXPERIENCES BUILT FROM STRATEGY TO SPACE

I translate strategy into event identities, environmental graphics, presentations and physical brand moments, from first sketch to production-ready handoff.

01 Experience

KREO

January 2021 - April 2022

Retail Experience Design Manager

- Created brand and campaign design across client accounts including JSW, Skinn by Titan and Something's Brewing.
- Translated strategy into presentations, campaign assets, retail communication and physical brand touchpoints.
- Worked across established brand systems while collaborating with account, strategy and production teams.
- Led a team of 3.

CREATIVE HAUS

May 2022 - May 2026

Founder, Brand Experience Designer

- Built identity systems end to end, including logotypes, typography, colour systems, layout grids and brand guidelines.
- Designed a Tanishq pop-up brand touchpoint, coordinating concept, presentation, fabrication and execution.
- Created event and activation design for retail, jewellery and trunk-show moments, with attention to scale, materials, signage and installation.
- Led client briefs, creative direction, review rounds and production-ready delivery across concurrent projects.
- Led a team of 6.

02 Selected clients

THROUGH KREO

JSW / Skinn by Titan / Something's Brewing

THROUGH CREATIVE HAUS

Tanishq / India Trunk Show / Earthen Touch / Tahi Jewellery / Silvertokri / Vibini

CONTACT

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RECOGNITION

German Design Award, 2023
House of Toys

VM & RD Retail Design Award - Gold, 2023
Something's Brewing

Winner - Nestlé Nespresso SA Brand House Design Challenge, 2023
Nestlé Nespresso SA

ELLE Decor project feature
Something's Brewing

EDUCATION

MA, Design Innovation Management

Loughborough University, London, UK / 2022-23

Thesis on cross-cultural brand experience.

B.Des, Lifestyle Accessory Design

Major in Experience Design
National Institute of Fashion Technology, Mumbai, India / 2017-21

CORE COMPETENCIES

BRAND SYSTEMS

Strategy, visual identity, typography, composition, colour, scale, guidelines and campaign assets

EVENTS & EXPERIENTIAL

Event identity, activations, environmental graphics, signage, spatial storytelling, material, scale and lighting

PROFESSIONAL SKILLS

Creative direction, cross-functional collaboration, vendor and fabrication coordination, installation timelines, stakeholder presentations, team leadership and project ownership

DESIGN STACK

Figma / Illustrator / Photoshop / InDesign / After Effects / Premiere Pro / SketchUp / Blender (working knowledge)