

Rajkunwar Pawar

BRAND & VISUAL DESIGNER

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01 PROFILE

Brand and visual designer working from strategy to system to surface — building identity systems, then applying them across campaigns, digital touchpoints and physical brand moments. Agency and independent practice, with a research background in cross-cultural brand experience.

BRAND STRATEGY	A
VISUAL IDENTITY & SYSTEMS	B
CAMPAIGNS	C
PHYSICAL BRAND EXPERIENCE	D

02 EXPERIENCE

Kreo

DATES [TO CONFIRM]

TITLE [TO CONFIRM] — BRAND & CAMPAIGN DESIGN

- Worked on brand and campaign design across client accounts including JSW, Skinn by Titan, Something's Brewing, Sterling and Reliance TUP.
- Designed within each client's established brand guidelines, working alongside the wider agency team across concurrent accounts.
- Scope, deliverables and formats per account — [TO CONFIRM]

Rajkunwar Pawar Creative Haus

DATES [TO CONFIRM]

FOUNDER & CREATIVE LEAD — INDEPENDENT PRACTICE

- Designed brand identity systems end to end — logotype, typographic hierarchy, color and layout grids — documented as guidelines so collaborators could apply the system consistently.
- Translated brand strategy into visual execution across touchpoints: marketing and campaign design, print collateral, web and social.
- Developed event-related creative for retail and trunk-show moments, built from each brand's system.
- Art-directed content and influencer creative, holding type, color and composition consistent across high volumes of deliverables.
- Ran engagements directly with clients: briefing, presenting design rationale, review rounds and delivery across concurrent projects.

03 SELECTED CLIENTS & BRANDS

THROUGH KREO	THROUGH CREATIVE HAUS
JSW / Skinn by Titan / Something's Brewing / Sterling / Reliance TUP	Tanishq / India Trunk Show / Earthen Touch / Tahi Jewellery / Silvertokri / Vibini

04 EDUCATION

MA, Design Innovation Management

LONDON, UK — 2023

INSTITUTION [TO CONFIRM]

Thesis: cross-cultural brand experience design and customer loyalty in skincare — a comparative study of the UK and India.

05 CAPABILITIES

- BRAND
- Brand strategy · Visual identity · Brand systems · Brand guidelines · Working within established systems
- DESIGN
- Typography · Composition · Hierarchy · Color · Campaign design · Presentation design
- EXPERIENCE
- Event-related creative · Digital and physical touchpoints · Visual storytelling
- WORKING STYLE
- Creative direction · Cross-functional collaboration · Project management · Asset production
- CURRENTLY DEVELOPING
- Environmental graphics · Large-format production · Materials, fabrication and installation workflows · Spatial scale

06 DESIGN STACK

- CORE
- Figma · Illustrator · Photoshop · InDesign
- MOTION & CONTENT
- After Effects · Premiere Pro
- ADDITIONAL
- Adobe XD · Dreamweaver
- LEARNING
- SketchUp · Blender