

ZUHRA SHAKEEL

Design Lead | Brand Identity, Campaign & Visual Systems Design

Bengaluru, India | +91 99868 81897 | zuhrashakeel@gmail.com

LinkedIn: [linkedin.com/in/zuhrashakeel](https://www.linkedin.com/in/zuhrashakeel) | Portfolio: [zuhra-shakeel.framer.website](https://www.zuhra-shakeel.framer.website) | Behance: [behance.net/zuhrashakeel](https://www.behance.net/zuhrashakeel)

SUMMARY

Design Lead with 6+ years of experience (including 2 years freelance) building brand identities, campaign systems, and on-ground experiences for civic, startup, and edtech organizations. Also designs for SaaS and B2B teams, turning user research into interfaces that drive engagement. Skilled at applying design thinking to take work from concept to execution — leading creative direction, mentoring designers, and keeping visual systems consistent across digital, print, and physical touchpoints.

SKILLS

Brand Identity & Visual Systems • Brand Strategy & Guidelines • Campaign & Communication Design • Art Direction & Creative Direction • UI/UX & Responsive Web Design • User Research & Testing • Packaging & Pitch Deck Design • Typography • Motion Graphics • Experiential & Event Design • Design Systems & Prototyping • Cross-Functional & Stakeholder Management • Team Leadership & Mentoring

Tools: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Figma, Canva

EXPERIENCE

Design Lead — UnboxingBLR | Bengaluru

May 2025 - Jun 2026

- Owned brand consistency and design systems across all collateral — social media, video, blogs, and pitch decks — for UnboxingBLR's portfolio of civic and cultural initiatives.
- Led brand identity and visual system design for Namma Bengaluru Challenge '26, a city-wide climate initiative that drew 500+ registered startups and 2M+ social and digital impressions, taking the project from concept through live event execution across installations, stage visuals, digital screens, and social campaigns.
- Designed brand identities for three additional initiatives — the Code to Culture podcast, the We-Are-City 2026 Data Report, and the HangOut community platform.
- Revamped and designed UnboxingBLR's website end-to-end — user research, wireframing, responsive prototyping, and user testing — from concept through final build.
- Led and mentored a team of freelance designers and one in-house designer, reviewing creative output and setting direction across concurrent projects.

Graphic Designer — GrowthSchool | Bengaluru

Aug 2023 - Apr 2025

- Designed performance marketing ad creatives that increased CTR by 30% over a 3-month period, working within the performance team on research-driven creative iteration.
- Redesigned landing pages across multiple program lines, running user testing to inform conversion-focused layout changes that improved audience engagement.
- Partnered cross-functionally with growth and marketing stakeholders to turn campaign briefs into on-brand visual concepts on tight timelines.

Senior Associate Graphic Designer — Teachmint

Jan 2022 - Jul 2023

- Managed concurrent print and digital design projects — brochures, posters, packaging, and promotional displays — consistently meeting campaign deadlines across marketing and retail touchpoints.
- Designed responsive website pages balancing visual appeal with usability across browsers and devices.

- Worked directly with clients and internal stakeholders, managing expectations to align design deliverables with brand and business goals.

Marketing Graphic Designer — FlashPrep

May 2021 - Dec 2021

- Owned social media design and daily publishing across Instagram, LinkedIn, Facebook, and YouTube, managing a team of 2 to maintain content cadence.
- Created Google Ad creatives, video ads, and influencer campaign assets in collaboration with the marketing and content team.
- Designed and ran email marketing campaigns end-to-end, from concept through send.

Visual Designer & Illustrator (Freelance, as ZuhArt Designs)

May 2019 - Aug 2021

- Built brand identity and guidelines — logo, color palette, and typography — for early-stage startups including Projekt Motorrad (automobile accessories) and Giventa.
- Designed Projekt Motorrad's brand website and led a product and brand photoshoot alongside the identity work.
- Delivered 100+ custom digital portrait and artwork commissions for clients across India and internationally.

EDUCATION

Bachelor of Science, Design and Visual Communication

2018 - 2021

Dr. G.R. Damodaran College of Science, Coimbatore

Languages: Malayalam (Native) | English (Proficient, C2)