

Shubhendu Mitra

Creative Leadership • Visual Design • Art Direction • Brand Systems

shubhendu.co.in

A creative professional with 12+ years of experience spanning visual, product, and motion design. Skilled at bridging creativity with functionality, I thrive on time management, project planning, and cross-functional collaboration, consistently delivering solutions that are both user-centric and business-driven.

Strong focus on typography, visual storytelling, scalable design systems, creative direction, and crafting distinctive brand experiences across digital and physical touchpoints.

Skills & Abilities

VISUAL DESIGN & ART DIRECTION

- Brand Identity Systems
- Typography & Layout Design
- Visual Storytelling
- Campaign & Communication Design
- Creative Direction
- Digital Brand Experiences
- Motion & Interaction Direction
- Editorial & Presentation Design

DESIGN LEADERSHIP

- Creative Team Leadership
- Cross-functional Collaboration
- Design Critiques & Mentorship
- Workflow & Quality Systems
- Design Operations
- Strategic Design Thinking

PRODUCT & EXPERIENCE DESIGN

- UI Design
- Design Systems
- User Flows & Prototyping
- Responsive Digital Experiences
- Interaction Design
- Experience Strategy

SOFT SKILLS

- Executive-ready communication
- Strategic, product-first thinking
- Comfort with ambiguity in fast-evolving environments

Software Stack

FIGMA

UI Design | User Flows | Protoyping | Design Systems

PHOTOSHOP

Mockups | Photo Manipulation | Composites

ADOBE XD

UI Design | Prototyping | Design Systems

AFTER EFFECTS

Motion Graphics | Interaction Design | Video

ILLUSTRATOR

Grpahic Design | Illustration | Type Design

INDESIGN

Publishing & Print Design

Professional Experience

Kwazi HEAD OF DESIGN & CO-FOUNDER | APR 2024 – MAR 2026 NEW DELHI

- Defined the studio's visual philosophy, creative direction, and quality benchmarks across all client and internal work.
- Scaled a multidisciplinary design team (UI/UX, visual, motion) and established hiring, mentoring, and review frameworks.
- Led stakeholder discovery workshops, aligning business goals, operational needs, and product roadmaps.
- Introduced workflow optimisation frameworks that streamlined cross-functional collaboration.
- Built design systems and reusable component libraries that reduced delivery time by 30-40% across recurring projects.
- Directed brand identity systems, campaign visuals, product experiences, and digital ecosystems for startups and growing businesses.
- Facilitated strategic workshops translating business goals into cohesive visual and product narratives.
- Mentored junior designers, ran structured critiques, and improved overall team quality and delivery cadence.
- Oversaw creative QA and ensured alignment between design, development, and final execution.

Kwazi DESIGN LEAD | APR 2020 – MAR 2024 NEW DELHI

- Led visual direction and experience design across web platforms, Saas products, brand identities, and communication systems.
- Designed scalable visual systems and modular frameworks across multiple digital products.
- Directed interface aesthetics, interaction flows, typography, motion behaviour, and visual consistency across platforms.
- Built design documentation and libraries that streamlined collaboration across teams.
- Mentored junior designers through critiques, reviews, and hands-on creative guidance.
- Worked closely with founders and product teams to shape product positioning through design

Kwazi SENIOR GRAPHIC & UI/UX DESIGNER | MAR 2019 – MAR 2020 NEW DELHI

- Designed UI/UX for landing pages, micro-sites, and brand-led digital experiences.
- Translated business briefs into high-fidelity visual concepts aligned with brand strategy.
- Collaborated with cross-functional teams to maintain consistency across digital, print, and social touchpoints.
- Provided creative direction support and guided junior designers across projects.

Loop Reality CREATIVE DESIGNER | JUN 2018 – FEB 2019 HYDERABAD

- Led brand and interface design for Perspect AI, a SaaS talent assessment platform.
- Designed visual systems and modular interfaces for web and VR-based experiences.
- Developed onboarding journeys, communication assets, launch campaigns, and presentation materials.
- Collaborated directly with founders and engineering teams to align product vision with user experience and visual identity.

Mallcom India CREATIVE LEAD | JAN 2018 – MAY 2018 KOLKATA

- Led UI/UX design for the company's e-commerce platform.
- Spearheaded the rebranding initiative for Mallcom, a leader in PPE manufacturing.
- Designed packaging templates and communication assets for multiple product lines.
- Developed marketing design systems to streamline visual output.
- Created the 35th anniversary logo and produced a milestone brand video.

Pedagoge ASST. CREATIVE MANAGER | JAN 2016 - DEC 2017 KOLKATA

- Designed and executed integrated marketing campaigns across digital and offline platforms.
- Created the UX and UI for the web-based product, including dashboards and showcase pages.
- Designed the company's logo, brand identity, and supporting collateral.
- Introduced a new visual direction for social media and online outreach.
- Delivered cohesive offline design materials for events and partnerships.
- Built the full UI for the product and marketing site, blending creativity with usability.

Bambukaat Customs LAYOUT DESIGN ENGG | APR 2013 - JUL 2015 ROPAR, PUNJAB

- Led branding, marketing, and creative direction for custom motorcycle projects.
- Designed blueprints and technical layouts for motorcycle redesign and fabrication.
- Worked hands-on with metalworkers and fabricators.
- Oversaw testing and final deployment of custom-built motorcycles.

Education

Diploma in Graphic Design M.A.A.C | 2009 - 2011 CHANDIGARH

Languages

English | Hindi | Bangla | Punjabi