

Ritesh Raj Gurukar

● Creative Lead, Design

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PROFILE

Creative Lead with 12+ years across architecture and graphic design. I direct annual and integrated reports, brand identity systems, corporate communications and editorial work for leading organisations in India and the Middle East, turning complex business narratives into clear, scalable visual systems that work across print and digital. I lead by making and mentoring: setting direction, giving hands-on feedback and keeping multi-format deliverables consistent from first idea to final delivery.

EXPERIENCE

Creative Lead, Design — Stirrup Communication Consultants, Mumbai — Apr 2021 – Present

- Lead design for annual, integrated, sustainability and impact reports, wealth and thought-leadership publications, coffee table books and corporate credentials for clients including JSW Steel, Tata Steel, Tata Motors, ITC, UltraTech, Emaar, Retal, Kotak, 360 ONE WAM, Adani Green Energy, JSW Foundation, Quadria Capital and P&G Shiksha.
- Direct brand and visual identity projects, including Zee, SECL, Serentis, Ascelis and Quadria Capital, and employee engagement design for Asian Paints.
- Guide design teams across concept, layout and production: shape creative direction, review work, and keep multi-format deliverables consistent and on-brand.
- Design presentations and credentials decks that communicate the agency's work to clients and prospects.
- In 2024, researched international report benchmarks and conducted RiseUp sessions for all of Stirrup (design, content, project management and production teams) to raise report standards across the organisation.

Design Director, Publication — Analytics Insight®, Freelance — Feb 2018 – Apr 2021

- Directed the complete layout and design of monthly magazines, white papers and reports.

Founder and Graphic Designer — Equipoise, Nagpur — Jun 2014 – Apr 2021

- Built and ran an independent branding and design practice across architecture and graphic design for 70+ local and international clients, including The Indian Institute of Architects, BNI Nagpur, Moraj Group, Elite Floorings, Chokar Dhani, Callista Interiors, Heera Sweets and Balaji International School.
- Led projects end to end, from client meetings and concepts to final delivery, across brand identity, logo, publication, UI, web, advertising and interior design.
- Delivered 25+ brand identities, 30+ websites and 60+ magazines, and contributed to a large-scale digital product for an international client.

Assistant Professor — Priyadarshini Institute of Architecture and Design Studies, Nagpur — Jun 2015 – Jun 2016

- Taught architectural graphics and studio design to a batch of 40 second-year students, provided academic counselling and assessed coursework.

SKILLS & TOOLS

Design	Adobe Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, Figma
Web & no-code	Framer, Webflow
AI	ChatGPT and Claude (Design + Code) across the entire workflow; also explored AI platforms such as Kittl, Figma Weave and Lovart
Leadership	Creative direction, team mentoring, client presentations, multi-project management, design systems

EDUCATION

Master of Graphic Design — The Florence Institute of Design International, Florence, Italy — 2020

Bachelor of Architecture — Priyadarshini Institute of Architecture and Design Studies, Nagpur — 2009 – 2014

RECOGNITION

Many LACP awards for reports · Brand identity award for Zee