

Vivek Sasindran

Branding & Strategy | Brand Management | Creative Direction & Design |
Marketing & Communication | Leadership & Collaboration

Personal Website

<https://www.viveksasindran.com>

Portfolio

<https://www.behance.net/vveqdesign>



Crafting Brands with Purpose, Clarity & Soul

I'm a Human-Centred Brand Architect with over 15 years of experience across branding, strategy, and communication, rooted in Industrial Design. My journey began by shaping tangible experiences through form, function, and empathy. With a Master's in Industrial Design (Coventry University, UK & MSRSAS, Bangalore) and a certificate in Design Thinking from IIM Kozhikode, I built a strong foundation in user-centric problem-solving and innovation.

My shift from product to brand design was driven by a curiosity about what gives brands their soul. I realised that great brands, like great products, are shaped by purpose and designed to connect emotionally. That led me to explore the intersection of research, storytelling, and strategic creativity.

Over the years, I've partnered with global giants and agile startups across lifestyle, luxury, F&B, healthcare, education, real estate, and tech—helping them articulate their voice, define their identity, and connect with clarity. For me, branding isn't just about logos or colour—it's about creating systems and stories that resonate, endure, and move people.

Whether launching a new brand or refreshing an existing one, I bring research-led insight, strategic empathy, and design craft to every stage. I work end-to-end—from naming and brand architecture to design systems, packaging, campaigns, and rollouts.

I lead multidisciplinary teams, align stakeholders, and mentor creatives—driving design thinking across organisations. A Red Dot Design Award winner, I've also built large-scale brand systems that bridge culture, strategy, and emotion.

Design, to me, is intentional storytelling. Every element—from typography to tone—should reinforce the brand's essence. I believe in details that matter, systems that scale, and stories that stick.

Looking ahead, I'm excited to collaborate with forward-thinking teams who value depth, creativity, and impact. I seek opportunities where I can contribute not just as a designer, but as a strategic partner—crafting brands with purpose, clarity, and soul.

Skillsets

- Insight And Analysis
- Brand Strategy, Purpose And Positioning
- Naming And Brand Voice
- Brand Portfolio And Architecture
- Communication Strategy
- Digital Asset Creation
- Creative Content Creation
- Brand Governance
- Digital Asset Management
- Communication Campaigns
- Brand Identity & Experiences
- Packaging And Retail Design
- Print Promotional Designs
- Brand Guideline Creation
- Corporate Collaterals
- Social Media Designs
- Creative Slogans And Taglines
- UI/UX Consultation
- Industrial Design

Awards & Recognitions

Red Dot Design Award- 2011, Bounce Seating System
Young Designer Award - IA&B Magazine - Hot Cup Design



reddot design award
winner 2011



Education

Masters in Product Design

Coventry University | MSRSAS, Bangalore
2008-2010



Design Thinking and Innovation Management

Indian Institute of Management - Kozhikode | IIMK
2019 - 2020

Employment history:



Experion Technologies

Designation: Consultant Branding & Strategy

Duration: December 2021 - Till date - 3 Years 11 Months

At experion technologies, i work as a consultant in the design services department, streamlining the experience offered By the brand. My core area of operation is brand strategy, experience and communication.

- Drive brand vision, mission, and strategy across global markets.
- Ensure brand consistency and excellence in all communications.
- Lead creative direction and cross-functional brand initiatives.
- Deliver high-impact campaigns from concept to execution.
- Formulate branding and advertising strategies for growth.
- Align teams and leadership around a unified brand purpose.
- Manage partnerships, co-branding, and collaborations.
- Oversee creation of corporate collaterals and presentations.
- Lead creative hiring and team development.
- Refine sales and client decks for stronger brand impact.
- Shape digital brand presence through ux/ui oversight.
- Partner with marketing to ensure a seamless brand experience.

VveQ | Be Worldwide

Designation: Founder, Head-Design

Duration: March 2017 - November 2021 - 4 Years 7 Months



Vveq|be worldwide is a south-india based branding company that engages in consultation, creation and campaign Services that deliver optimal results. Vveq was rebranded to be worldwide in 2019.

- Strategically build and position brands through research-driven insights and design leadership.
- Lead creation of brand identities and cohesive visual systems across print, digital, and motion media.
- Define and evolve visual language—colors, typography, icons, and illustrations.
- Ensure design consistency and brand integrity across all touchpoints.
- Collaborate with marketing and content teams to maintain a unified brand voice and personality.
- Mentor and direct creative teams to deliver impactful, brand-aligned outcomes.

Brainwash Branding Creatives and Concepts

Designation - Partner, Senior Brand Designer

May 2014 to Feb 2017 - 2 Years 9 Months



Brainwash is a south-indian creative agency that creates impactful brands through innovative breakthrough solutions.

- Oversee and evaluate design briefs to define project scope, objectives, and creative direction.
- Provide strategic creative guidance to conceptualize visuals that align with brand strategy and business goals.
- Review and refine concept drafts, ensuring ideas meet design standards and brand intent.
- Direct the development of illustrations, logos, and design systems, ensuring visual excellence and cohesion.
- Establish color palettes, layouts, and visual hierarchies consistent with brand identity and communication tone.
- Supervise creation of 3d assets and high-quality renders for immersive brand experiences.
- Collaborate with copywriters, illustrators, and motion teams to deliver integrated creative outcomes.
- Evaluate and validate designs across channels to maintain brand integrity and performance.

Sohamsaa Systems Pvt. Ltd

Designation - Senior Industrial Designer

July 2012 to March 2014- 1 Year 8 Months



Sohamsaa is a boutique design house focused on developing innovative and highly differentiated products in the Mobility, retail and enterprise space. I joined sohamsaa systems pvt. Ltd. as an industrial designer and later got Promoted as senior industrial designer.

- Develop and style products considering usability, ergonomics and aesthetics.
- Research and understand customer and market need to identify new design opportunities.
- Develop and present design concepts to stakeholders using a variety of media.
- Stay up to date with the latest trends and design languages.
- Coordinate efforts between research, strategy, graphic design and engineering teams to deliver the final product.
- Lead design projects and coordinate with junior designers to execute design strategy.

Ubris Designs Pvt. Ltd
Designation - Industrial Designer
June 2010 to June 2012- 2 Years 1 Month

planet 3 studios
architecture ●●●

Ubris is the industrial design wing of planet 3 studios architecture, mumbai. Here i was involved in conceptualizing, Designing and branding of seating systems, sports gear and personal accessories. The seating system, named Bounce, co-designed by me, won the red dot design award in 2011.

- Research the various ways in which a particular product might be used and who will use it.
- Sketch ideas or create renderings, images on paper or on a computer that visualizes design ideas.
- Use computer software to develop virtual models of different designs.
- Create physical prototypes of their designs.
- Examine materials and manufacturing requirements to determine production costs.
- Work with other specialists, such as mechanical engineers and manufacturers, to evaluate whether the design
- Concepts will fill needs at a reasonable cost.
- Evaluate product safety, appearance, and function to determine if a design is practical.
- Present designs and demonstrate prototypes to clients for approval.

Software Proficiency

Adobe Illustrator | Adobe Photoshop | Adobe In Design | Microsoft Office | Adobe Premiere | Solidworks | Autodesk Alias | Sketchbook Pro | Keyshot | Google Sketch Up | Corel Draw | Pages | keynote | Numbers | Figma | Miro

Other Relevant Experiences



Manufacturing and Production | 2005-2008

Prior to doing industrial design, i had three years of relevant design and production experience in the manufacturing industry. Most of the learning was around designing and manufacturing of plastic and sheet metal products. This Experience gives me valuable insights during the execution phase of branding projects.

Link To Online Portfolio

Resume - <https://www.viveksasindran.com>
Portfolio - <https://www.behance.net/vveqdesign>
Instagram - https://instagram.com/vivek_sasindran
LinkedIn - <https://www.linkedin.com/in/vveq>

Contact

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Declaration:

I hereby declare that the details furnished in this document are true and correct to the best of my knowledge and belief and i undertake to inform you of any changes therein, immediately.

A handwritten signature in black ink, appearing to read 'Vivek Sasindran', with a stylized, flowing script.

Warm regards
Vivek sasindran