



MRINAL NAITHANI

BRAND DESIGNER

PROFILE

Brand Designer with 8+ years of experience crafting **visual identity systems, marketing campaigns and digital assets** for international clients across **hospitality, retail, tech and education**. Skilled in combining **brand strategy and design execution** to build recognition and drive business growth. Experienced in facilitating workshops with leadership teams and delivering end-to-end creative solutions from concept to execution.

PORTFOLIO

Behance

[behance.net/mrinalnaithani](https://www.behance.net/mrinalnaithani)

Website

mrinalnaithani.com

CONTACT

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LinkedIn

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EXPERIENCE

Graphic Designer

Bin Mirza International, Muscat

Feb 2023 - Present (Full-time)

- Designed and launched **13 brand identities** for national and international brands under Ali Mirza Group.
- Facilitated **workshops with Board of Directors** to align brand goals with marketing strategies.
- Created **nationwide campaign assets, packaging and in-store materials** for leading brands including Nando's, Second Cup and Wagamama.

Brand Designer

FutureSight, London

Nov 2021 - Sep 2022 (Full-time)

- Developed **12 brand identity systems** for clients across Europe and the USA.
- Designed **UI, landing pages and illustrations**, bridging digital and branding needs.
- Produced an **interactive virtual art exhibit** for cancer awareness.
- Delivered **content and visuals** for blogs and social platforms for clients such as Teledyne FLIR and MILTA Technology.

Graphic Designer, Social Media Manager

Sri Sri School of Yoga, Bangalore

May 2019 - Oct 2021 (Full-time)

- Directed visual communication, creating **marketing strategies and social media content** that grew reach to **10,000+ new followers** and millions of impressions.
- Designed illustrations, program workbooks, video thumbnails, and promotional templates to support global yoga programs.

Graphic Designer, Social Media Manager

Sri Sri Educational Institutions, Bangalore

Apr 2018 - Apr 2019 (Full-time)

- Enhanced brand presence through social media management, contributing to a **2,000+ organic Instagram follower increase**.
- Coordinated with regional teams to ensure cohesive brand storytelling across platforms.
- Directed photography and videography of key institutional events.

Assistant Workshop Coordinator

Avantika University, Ujjain

Nov 2017 - Dec 2017 (Freelance)

- Conducted **Design Thinking workshops for 300+ students**, fostering creativity and problem-solving.

SKILLS

Design Tools: Photoshop, Illustrator, InDesign, Figma, Adobe XD, Canva, Midjourney, Firefly

Motion & Video: After Effects, Premiere Pro, Lightroom

Branding & Strategy: Visual Identity Design, Market Research, Workshop Facilitation, Campaign Design

Core Competencies: Presentation, Problem-Solving, Team Leadership, Storytelling

LANGUAGES

English (Proficient)
Hindi (Native)

INTERESTS

Public speaking
Photography
Content creation
Music production
Yoga, meditation

EXPERIENCE (CONT.)

Product Designer

Dehradun Guitar Company, Uttarakhand

Jun 2017 - Aug 2017 (Freelance)

- Redesigned **workstations and organizers** to improve workflow efficiency and ergonomics.
- Created **custom merchandise illustrations** aligned with brand identity.

Product Designer

Papercats Creative Solutions, Bangalore

Jul 2016 - Dec 2016 (Internship)

- Designed fire-safety equipment **prototypes, packaging and conceptual research** for water distribution and VR projects.

Product Designer

Nirmitsu, New Delhi

May 2015 - Jul 2015 (Internship)

- Designed and prototyped a **multiplayer strategy board game** ("Conquest").

EDUCATION

Bachelor's in Product Design

MIT Institute of Design, Pune

2012 - 2017

- Focused on designing tangible products for diverse applications, with coursework in **styling, material science, systems design, CAD and business-oriented design**.

92% in AISSCE (CBSE)

Indian School Muscat, Sultanate of Oman

2007 - 2012

- Specialised in Science with Engineering Graphics, complemented by extracurricular projects in **sketching and model-making**.

ADDITIONAL

2020

- Documented the **9th International Women's Conference** as part of the Art of Living Media Team.

2016

- Co-founded **DIVE**, an inter-college platform for art, technology and design collaboration .

2012

- Winner, Building the Future design competition** – Cluttons LLP.