

# Hi, I'm Megha Satish

CREATIVE DIRECTOR. CONCEPTUALIZER

Multidisciplinary creative designer and strategist with 10+ years of experience in brand design, customer experience, and community building. Skilled at turning insights into impactful brand stories and seeking opportunities to drive meaningful impact through design-led thinking, systems strategy, and cross-functional collaboration.



## Experience

### Founder (2025 - Present)

UrbnBrnd, Bangalore

- Drove a 30%+ boost in customer loyalty within 60 days by designing seamless brand experiences that align business goals with emotionally engaging journeys, unifying strategy, identity, and touchpoints to build trust, retention, and revenue.

### Co-Founder & Creative Director (2022 - 2024)

Kreatr, Bangalore

- Scaled a global creative community of 1000+ designers and creatives through a purpose-built digital platform.
- Led cross-industry initiatives that sparked collaboration, peer learning, and creative innovation.
- Built systems for engagement and knowledge-sharing, creating a thriving ecosystem for ongoing growth and project incubation.

### Co-Founder & Creative Director (2019 - 2024)

Design Makers, Dubai & Bangalore

- Boosted client satisfaction by 20% through emotionally resonant brand identities and tailored visual storytelling.
- Led end-to-end design projects across identity, packaging, and brand strategy, delivering measurable market impact.
- Built a collaborative studio culture focused on creative problem-solving and custom design solutions across sectors.

## Achievements

### Conducted 25+

Independent Workshops

### Conducted 7 workshops in

5 Educational Institutions

### Trained 1200+

Students & Professionals

### Most Promising Startup 2021

Business Connect India

### Published Research Paper 2014

International Journal of Research in Engineering and Technology

## Soft Skills

- People management
- Leadership
- Strategic problem solving
- Conflict management
- Technical & non-technical training
- Data organization for usability
- Project & time management
- Building cross-department collaboration systems

## Contact

Portfolio - [meghasatishdesigns.com](http://meghasatishdesigns.com)

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## Experience

### Industrial Designer (2017 - 2019)

Dezigntechnic, Dubai

- Designed signage systems for 20+ luxury hotels, retail spaces, and hospitals, ensuring alignment with architectural and interior design vision.
- Collaborated across disciplines with architects, engineers, and manufacturers from concept through technical detailing and execution.
- Reduced production costs by up to 15% by optimizing materials, processes, and design feasibility without compromising quality.

### Associate Industrial Designer (2016 - 2017)

Intellectual Micro Solutions, Bangalore

- Led R&D and co-developed industrial product concepts, using rapid prototyping and innovation to enhance functionality and user experience.

### Product Designer (2014 - 2017)

Torrecid, Dubai

- Designed luxury ceramic and porcelain tiles for brands like RAK Ceramics, using materials like gold and luster, while working hands-on in factories to prototype, test, and refine designs based on material and heat variabilities.

### Sales Intern (2013)

CEM Business Solutions, Dubai

- Supported market research and customer profiling for Microsoft 365, contributing to sales strategies that enhanced client engagement and satisfaction in the software solutions sector.

## Software Knowledge

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Rhinoceros 3D
- Keyshot
- ChatGPT and Generative AI Tools
- Google Workspace
- Notion
- Procreate
- Sketchbook Pro
- Loom
- Sales & Marketing Automation Tools

## Education

### Certificate in Design Thinking

IIT, Bombay

### Masters in Industrial Design

Florence Design Academy, Italy

### BSc. Information Systems

and Management

Manipal University, Dubai Campus

## Currently Learning

- Building custom AI Agents for automation using tools like n8n
- Use of generative AI for enhancing branding presentations and outputs