

# MANALI RANGNEKAR

Brand Designer | Illustrator

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Portfolio - [www.manaliportfolio.com](http://www.manaliportfolio.com) | LinkedIn | Instagram

## Professional Summary

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Award-winning Designer with 5+ years of experience building impactful, scalable visual design systems for lifestyle, FMCG, and Fintech. Proven track record of increasing customer engagement, brand recognition, and revenue through strategic design systems. Trusted by clients like National Geographic, Bacardi, and ALD Automotive to translate business goals into compelling brand experiences.

## Core Skills

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Brand Identity | Illustration | Packaging Design | Typography | Creative Direction | Campaign Development | Brand Guidelines | Cross-functional Collaboration | Design Systems

## Professional Experience

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### Brand Designer (Contract)

*Egregious – London, UK | May 2025 – Present*

- Led brand strategy through collaborative workshops, **shaping core positioning** and building a full visual identity system including logo, typography, and design guidelines.
- Created **high-impact client decks, GTM materials, and investor data room assets**, boosting engagement and early traction from investors.
- Ran UX workshops to **shape user journeys and site structure**; established design systems and onboarded teams to use brand assets effectively across all content.

### Brand Designer (6-month Contract)

*XII Capital – London, UK | Nov 2024 – May 2024*

- Established the visual identity and **design systems for a growing startup**, building the brand from the ground up across digital, print, and social platforms. **Developed scalable workflows** and supported the hiring of a sustainable in-house design team to ensure long-term creative consistency.
- Designed and **delivered high-impact assets** including customer decks, investor pitch materials, website layouts, and data room content, contributing to **improved traction, operational clarity, and business growth of 20%**.

### Freelance Graphic Designer & Illustrator

*Remote | Jan 2021 – Jan 2023*

**Clients: Faces Canada, Colgate, Hercules Bikes, Tude Ice Creams, Ebco, Heartfulness School**

- Led over 10 full-scope branding projects, **including identity design, packaging, and social media collateral**.
- **Redesigned brand identity systems** for Hercules Bikes and Tude Ice Creams, resulting in stronger brand recognition and improved visual consistency across print and digital campaigns.
- **Reduced asset production time by 30%** by creating design templates and cohesive brand guidelines.
- Delivered high-performing assets for marketing and advertising initiatives, contributing **to increased engagement and customer conversion**.

## Senior Graphic Designer– Bacardi NH7 Weekender Music Festival (Project)

Freelance | Sep 2022 – Dec 2022

- Directed the creation of 200+ brand assets, **resulting in a 30% increase** in social media engagement.
- Delivered a unified **visual experience across digital, print, and environmental branding** for a 3-day music festival.
- Provided on-site creative support to maintain brand consistency throughout the event.

## Art Director

Infectious Advertising – Mumbai, India | Aug 2019 – Dec 2021

- **Led creative direction for National Geographic, Tata Capital, Inorbit Malls, and ALD Automotive**, enhancing brand perception and market reach.
- Accelerated delivery timelines by 25% through improved workflow and effective collaboration.
- Executed **360° campaign design from concept to launch** across print, digital, and OOH channels.

## Junior Art Director

DDB Mudra – Mumbai, India | Jul 2018 – Jul 2019

- Developed creative concepts and campaign visuals for brands such as **McDonald's, Tourism Australia, and IPL**.
- **Designed pitches and presentations** that secured high-profile accounts and extended client partnerships.
- Produced brand-aligned design assets under **fast-paced, deadline-driven environments**.

## Education

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### MA in Graphic Design

Arts University Bournemouth – UK | 2023 – 2024

- Graduated with Distinction
- Project “Pull Up Your Socks!” shortlisted for Creative Conscience Awards 2024

### BA in Commercial Art

Sir J.J. Institute of Applied Art – India | 2014 – 2018

## Certifications & Awards

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- Creative Conscience Awards (2024) – Shortlisted
- Vice Chancellor's Scholarship – AUB (2023)
- Foxglove Awards – Gold (2021, 2022)

## Technical Skills

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**Tool Kit:** Adobe Illustrator, Photoshop, InDesign, After Effects, Figma, Procreate

**Web & Productivity:** WIX, Microsoft 365, Google Workspace, Slack, Notion

## Languages

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English (C1 – CEFR) | Marathi (Native) | Hindi