

SATHYA SAMPATH KUMAR

Hi! I'm Sathya, I am a creative thinker, ideator, and a powerhouse with a flair for bringing concepts into being. I enjoy nothing more than pushing the boundaries and exploring new ideas, whether it's through freehand sketching or cutting-edge digital design.

I follow a strong sense of aesthetics and love to learn and grow from the people around which I take forward and apply in all my endeavours.

You can check out my portfolio here - <https://www.sathyasampathkumar.com/>

PROFILE & CONTACT

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EDUCATION

Postgraduate:

UAL - London College of Communication (Present)
MA Graphic Branding and Identity (Batch of 2023)

Undergraduate:

NIFT - B.Des in Fashion Design (Batch of 2019)

WORK EXPERIENCE

Jan 2022 - September 2022: OML (Graphic Designer)

As the Head Designer at OML, a prominent design agency in Mumbai, I led the creative direction for Tinder's media assets and successful campaign launches. Simultaneously, I steered design initiatives for renowned brands like Netflix and Swiggy. Managing a talented team of 5, including 2 designers and 3 copywriters. I orchestrated collaborations, led client discussions, and shaped captivating visual narratives. My role involved strategizing, overseeing implementation, and ensuring an exceptional design standard that resonated with diverse audiences, keeping in line with brand guidelines.

Jan 2020 - Nov 2021: KNYA.in/KNYA Med, Mumbai (Designer)

Being the Head Brand Designer at KNYAmed, a premium medical apparel brand based in India, I played a pivotal role in the brand's formative journey, crafting its design framework from inception. With a small yet agile team of 2 designers and 2 interns, I spearheaded the development of the brand's visual identity, meticulously creating comprehensive design guidelines and brand assets. My responsibilities encompassed media design, advertising campaigns, launch initiatives, merchandise creation, and print development for the products. Throughout, I contributed significantly to establishing a distinctive and compelling visual identity for the brand. I led the charge in fostering a cohesive and impactful brand image, ensuring that each design element aligned with the company's vision. Through a meticulous approach and creative acumen, I drove the narrative of innovation and quality, in line with the brand's vision for setting a high standard for medical apparel.

Sep 2019 - Jan 2020: Salt Studio, Cochin (Design and Production Head)

As a Junior Designer at Salt Studio, I was instrumental in revamping the brand's visual identity and design culture. I collaborated closely with a team of two designers, spearheading a successful rebranding initiative that harmonized communication across all departments. Also successfully revamped design approaches and fresh design concepts ensuring a unified and impactful brand presence through and through all facets of the brand.

May - Aug 2018: Payal Singhal Design House, Mumbai (Design Intern)

During my internship at Payal Singhal Design House, a prestigious luxury-wear brand in India, I refined my design fundamentals, immersing myself in real-world experiences. Collaborating with a team of six designers, I crafted social media assets while ensuring adherence to brand guidelines. Working closely with the art director, I contributed to visualizing concept boards for photoshoots and facilitated a software transition, optimizing our design workflow and efficiency.

SKILLS

- Proficiency in software - Adobe Photoshop, Illustrator, InDesign, Coreldraw, Figma
- Strong understanding of typography, color theory, and design principles
- Ability to ideate and follow through creative concepts to bring them to life visually
- Experience with branding & identity design, including creation of brand books
- Strong communication and collaboration skills to work with clients and team members
- Use of web design principles & experience designing for websites & other digital media