

# Sathya Sampath Kumar

## ABOUT

I'm Sathya, a Mid-weight Designer with 6 years of experience and ideator who thrives on turning ideas into immersive brand experiences. With a deep-rooted passion for pushing the boundaries of visual storytelling, I specialize in crafting compelling narratives that resonate. Having worked with brands like Tinder India, Netflix India, and Amazon Mini TV, I bring a refined design sensibility, a sharp strategic vision, and a relentless drive to challenge the ordinary.

## EXPERIENCE

Run For The Hills

London, UK

**MID-WEIGHT DESIGNER / April 2024 - Present**

- As a Mid-Weight Designer, led the development of compelling brand identities and strategic visual narratives for hospitality clients, ensuring cohesive brand experiences across platforms.
- Ideate branding strategy, concept development, and execution for new projects, start to end, aligning creative solutions with business objectives.
- Mentoring junior designers, streamlining workflows to enhance efficiency and maintain standards
- Collaborate closely with clients to establish brand positioning, design direction, and effective communication frameworks that drive engagement and recognition.
- Develop scalable identity systems and high-impact collateral, ensuring consistency across brand touchpoints and elevating design standards.

Only Much Louder

Mumbai, IN

**MID-WEIGHT DESIGNER / January 2022 - September 2022**

- Led the visual identity and creative execution for Tinder India's digital campaigns, and handled design for all social media channels developing high-converting content tailored to diverse audience
- Designed and directed large-scale campaigns for brands like Netflix India, Swiggy, Amazon Mini TV, and Cred, ensuring seamless integration of visual identities across platforms.
- Managed and mentored a cross-functional team of designers and copywriters, fostering a culture of collaboration and innovative thinking.
- Provided creative leadership and strategic input for branding initiatives, balancing design with commercial viability to maximize audience impact.

KNYA Med

Mumbai, IN

**BRAND DIGITAL DESIGNER / January 2020 - October 2021**

- Built and established the visual identity and digital presence of KNYA Med, with a design team of three, transforming it from a startup to a recognizable premium medical apparel brand.
- Conceptualized and designed multi-channel marketing campaigns, including digital ads, social media content, and branded merchandise that drove engagement and conversions.
- Led the creative team in executing product packaging, advertising collateral, and brand storytelling, ensuring a unified and impactful market presence.
- Collaborated with product teams to create print-ready assets and refine design processes, enhancing efficiency and output quality.

Salt Studio

Kochi, IN

**JUNIOR DESIGNER / August 2019 - January 2020**

- Spearheaded a successful rebranding initiative for the studio
- Collaborated with designers to unify brand communication across departments
- Developed fresh design approaches, strengthening brand consistency

Payal Singhal

Mumbai, IN

**DESIGN INTERN / May 2018 - August 2018**

- Designed engaging social media assets, aligning them with the brand's aesthetic
- Assisted in concept board creation for high-profile photoshoots
- Supported the transition to new design software, optimizing workflow efficiency

Zuleiha Design Studio

Kochi, IN

**Design Intern / May 2017 - August 2017**

- Conducted research and developed foundational concepts for launches & projects
- Played a key role in implementing a cultural initiative called 'The Bindi' that included branded collateral and social media visuals, ensuring a strong and cohesive identity across all platforms.

## PORTFOLIO

[www.sathyasampathkumar.com](http://www.sathyasampathkumar.com)

## CONTACT

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## EDUCATION

**University of the Arts London (2023)**  
MA Graphic Branding and Identity

**NIFT, India (2019)**  
B.Des in Communication Design

## SKILLS

**Software Proficiency:** Adobe Photoshop, Illustrator, InDesign, After Effects, Figma

**Design Expertise:** Typography, layout, brand identity, motion graphics and design principles

**Concept Development:** Ideating and executing airtight brand strategies

**UI/UX Integration:** Bridging strategy and design through user-centered approaches

**Creative Execution:** Transforming concepts into compelling visual narratives

**Collaboration & Leadership:** Strong communication skills, client interaction, and teamwork

## LANGUAGES

- English (Native Speaker)
- Hindi (Fluent)
- Malayalam (Native Speaker)
- Telugu (Fluent)

## CORE COMPETENCIES

Brand Strategy | Visual Identity | Creative Direction | Concept Development | Critical Thinking | Design Execution | Brand Collateral | Collaboration