

# RAHUL WADHWANI BRAND DESIGNER

Mumbai, MH  
India

hello@rahulwadhvani.in  
+91-7879032090

## PROFILE

Rahul is a self-taught brand designer with over 5 years of combined experience working as a full-time consultant for design and strategy agencies and as an independent designer.

With expertise in brand identity and visual system design, he has worked on projects across various sectors and industries in India and USA.

He is working towards a mission of creating strong and purposeful brands that make a true difference in the world.

## SKILLS

### Core:

Brand Identity Design  
Visual System Design  
Creative Strategy  
Packaging Design  
UI Design  
Video Editing

### Soft:

Storytelling  
Quick-learning  
Observation  
Strategy  
Adaptability  
Leadership

## AWARDS

**Best Communication Design Project 2020**  
**Mixion by GMM Pfadler - Brand Design**  
India's Best Design Awards

**Best Strategic Design Project 2020**  
**Precision Electricals Mumbai - Rebrand**  
India's Best Design Awards

## WORK EXPERIENCE

### Sr. Brand Design Consultant - Contract ABND - The Practice

November 2021 - February 2022 · 04 Months  
Mumbai, India

I came on board for the re-branding exercise of a global giant in industrial equipment. I led the identity creation and developed a comprehensive visual system to be followed across all the brand communication worldwide.

### Sr. Brand Design Consultant - Contract EB5 United

July 2021 - August 2021 · 02 Months  
Florida, USA

Led the brand identity & visual system design for a subsidiary of EB5 United - a well-known immigration company based in Florida, USA.

### Sr. Brand Designer - Full Time ABND - The Practice

May 2019 - June 2021 · 02 Years  
Mumbai, India

During my tenure at ABND, I worked on various branding and design projects for industries such as fashion, FMCG, education, accessories, pet food, electricals, etc. I was comprehensively involved in the whole process right from conducting immersions with clients to coining brand names, crafting brand narratives, and designing identities.

My role there was multidimensional. From leading multiple design projects for some of the top educational institutes in the country such as FLAME University, ISBR, and Vidyashilp University, to designing the end-to-end user interface for ShopSe - India's largest instant EMI platform. I also conceptualized and executed a few initiatives such as creating social-distancing campaigns for our clients to raise awareness during the time of COVID.

### Communication Designer - Freelance TBWA India

March 2019 - April 2019 · 02 Months  
Mumbai, India

I came on board as a freelancer for two months during which I worked on branding, packaging, and publication projects for clients such as JSW Paints, Fractal Analytics, etc.

## PERSONAL DETAILS

Date of Birth: **19th May 1997**  
Native Place: **Neemuch, Madhya Pradesh**  
Languages known: **English, Hindi**

## Independent Brand Design Consultant

**May 2018 - February 2019 · 10 Months**  
**Mumbai, India**

I worked as an independent brand design consultant for a while with the objective to understand the business side of it and the process of pitching, pricing, onboarding, and delivering to clients.

I coined brand names, created identities, and shipped packaging designs for multiple brands across the country.

## Designer - Branding & UI · Full Time Three 13 Solutions

**May 2017 - April 2018 · 01 Year**  
**Mumbai, India**

Throughout my time at Three 13 Solutions, I created identities, digital communication, user interfaces, and print collaterals for various brands.

I led and executed the end-to-end user interface design of a flight booking app for Akbar Travels, a well-known travel booking company based in Mumbai.

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