

Stuti Sukhani

stuti.sukhani@gmail.com

+1 (929) 484 9286

Creative Brand Strategist and Manager

Strategic differentiation dedicated to bringing intricacy to complexities, to build brand worlds that foster courageous ideas. Informed by a background in design education, continual cultural curiosity, and a keen desire for understanding the human need.

RELEVANT EXPERIENCE

The Working Assembly | June 2024 - Present

Brand Management Intern, June - Dec 2024

Associate Brand Manager, Jan 2024 - Present

- Manage clients and brands from project proposal and briefing to creative execution
- Conduct brand audits, consisting of primary research, competitive and cultural research and analysis
- Craft and implement brand strategy frameworks
- Write creative briefs for visual and verbal brand identity design, website design and brand campaigns
- Assist to plan and manage the agency social media accounts
- Curate and publish the agency's weekly newsletter on the cultural zeitgeist, Friday Fives

Studio Nowform | Nov 2022 - July 2023

Design Strategist

- Worked on a selected team of designers with Boston Consulting Group, building a financial application for a leading Indian bank
- Single-handedly created an end-to-end design system and component library for the mobile application
- Designed visuals and type layouts for a comprehensive self-published research report

Niyo Solutions Inc. | April 2021 - Nov 2022

UX/UI Designer

- Worked in cross-functional teams with product leads, designers, developers, and marketers to build intuitive and effective in-app journeys
- Designed and launched the Invest the Change platform, a novel product in the Indian banking landscape
- Increased customer sign-ups by 41%, by revamping the Video KYC journey
- Streamlined customer service by redesigning the in-app communication hub for easier and more intuitive access to information

SKILLS

Research and Analysis

Primary and secondary research, hypothesis development, formulating discussion guides, qualitative data analysis, competitive and cultural analysis, sentiment analysis

Strategy

Auditing, insight articulation, brand positioning, brand articulation, building brand frameworks, storytelling, naming, copywriting, creative briefing

Visual Communication Design

Art direction, campaign development, typography, deck design

Management

Client relations, project management, strategic thinking

EDUCATION

School of Visual Arts | 2023 - 2024

Masters in Branding (MPS)

New York City, United States

An intensive of the role of brand strategy in business, behaviour, marketing and culture. Studied brand management, trends forecasting, research methodologies, behavioural psychology, persuasion techniques, brand auditing and positioning, go-to market techniques and more.

Selected work:

- Graduate Thesis: Re-positioned Weber Grills to overcome the constraints of engendered gender roles that the brand perpetuates, leading to a saturated target audience
- Client Work: Defined strategic positioning and built a marketing platform for Manchester City Football Club, to expand their reach and fandom in the United States
- Client Work: Built strategic positioning and for the impairment testing company, Druid, as a precursor to drug testing, in order to sustain business and provide actionable solutions

National Institute of Design | 2016 - 2021

Bachelor of Design in Graphic Design (B.Des.)

Ahmedabad, India

Studied brand identity design, design thinking and processes, systems design, UX/UI design, image making, storytelling, typography, editorial design, analog print techniques.

Royal Academy of Art, KABK | Fall 2018

Exchange Program in Graphic Design

Den Haag, The Netherlands

Studied design history, experimental typography and publication design, calligraphy, illustration, creative coding, design thinking and processes, analog print techniques.

ACCOMPLISHMENTS

'Brand Master' Award at SVA Masters in Branding, 2024

Awarded the 'Brand Master' award for excellence in strategic thinking, and for consistently delivering creative, innovative and interesting brand solutions.

PRINT Magazine Feature for 'Hidden Poems,' 2024

Created a 100 Day Project at the SVA Masters in Branding program, consisting of taking a creative endeavour and documenting the process for 100 days.

'Hidden Poems' creates blackout poetry from otherwise discarded packaging, revealing the lyrical in the mundane and extending the psychological life of consumer packaged goods.

'Data Trap' exhibited at Hyderabad Design Week, 2021

Exhibited a board game, Data Trap designed to teach preteens and teens about data privacy: why, what and how they should protect their data. Selected for the exhibit as a standout project from the National Institute of Design.