

VARUN MUNDRA

I (b. 1999, Jaipur) am an art director and visual designer based in Brooklyn. My work is focused on creating unique solutions through effective messaging and fresh design directions.

M 646-753-4717
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EDUCATION

Master of Science 2022 - 2024
Integrated Design and Media

New York University, Tandon School of Engineering

Thesis Title: "Re-Rewriting History: Exploration of an AI-Manipulated Reality"

Advisors: Ruby Thelot, Aya Karpinska, Ahmed Ansari

Bachelor of Fine Arts 2017 - 2021
Communication Design: Art Direction & Advertising

Pratt Institute

Thesis Title: "Made in India: Design in Indian Ephemera"

Advisor: Frank Franca

Minor in Psychology

WORK EXPERIENCE

Creative Director 2023 - 2024
Routinely

- Crafted a complete brand identity and design manual, establishing Routinely's market presence for a younger demographic.
- Strategized and implemented a marketing and brand launch plan tailored for the Indian market, driving brand awareness and engagement.
- Designed the visual catalog, including packaging, website, and print media, ensuring a cohesive and energetic brand experience.

Lead Brand Designer 2021 - 2024
Symphony Studio

- Spearheaded the creation of Coupe's brand identity, crafting a comprehensive design manual that elevated the brand's presence in the French wine market.
- Executed a brand audit, packaging design, and strategic marketing plan for Mellow Giraffe, a CBD Wellness company, leading to a unique visual identity.
- Designed the rebrand for The Inn of The Five Graces in Santa Fe, including a new social media strategy and an on-site photo shoot to align with the brand's refreshed image.

Art Director 2020 - 2021
Pratt Institute

- Art-directed and designed a 208-page yearbook, representing the 2020-21 academic year with creativity and precision.
- Collected and curated over 1,200 student portraits, launched a social media campaign to celebrate the community.
- Managed the production process using a unique spot-printing method, delivering a high-quality publication within a \$22K budget.

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Jr Communication Designer 2020 Design Corps

- Developed and pitched brand identities, print ads, and community outreach plans for Newburgh Transportation Committee and Impact Org to encourage more bicycling, driving successful client engagements and a boost in tourists renting cycles.
- Pitched a brand and visual identity along with print ads and a community-based campaign for PS6: Center for Film & Television, leading to an uptick in youth involvement.

Design Researcher 2020 - 2021 Third Space Studios

- Led extensive research on the target market and demographic by building elaborate user personas to understand the kind of people moving upstate from NYC in 2020.
- Designed the visual identity for the studio inspired by the movements of nature including animations and illustrations, editorial illustrations for the blogs and social media posters for in-house productions and events.

Junior Designer 2019 Plunge.com

Created content and design samples for the magazine, and assisted in the art direction and designing of the iconography for their upcoming edition.

Digital Designer 2019 The Brand Cocktail

- Worked on social media campaigns for various firms, designed print media and website, as well as spearheaded a branding project for an upcoming tea company.
- Wireframed and designed the website for the in-house studio.

Design Intern 2018 MTLB Studio

- Handled social media marketing for various accounts for which I designed and uploaded relevant content everyday leading to an increase in follower interactions.
- Assisted in various project planning and ideation for campaigns, working in tandem with Creative Directors and Copywriters.

Design Intern 2017 Mercury Design

- Developed ideas for and designed the social media marketing for local firms and designed content for their Facebook and Instagram accounts.
- Designed brochures and pamphlets for the government events celebrating local culture

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TEACHING & ADVISING

Academic & Design Tutor 2018 - 2021
Learning / Access Center, Pratt Institute

- Delivered expert tutoring in Adobe CS and various courses, enhancing students' design capabilities and academic performance.
- Taught 20+ students weekly through personalized teaching plans, fostering self-initiated learning and skill development.
- Facilitated cross-departmental communication, and coordinated campus events, strengthening the academic community.

PUBLISHED WORKS

Graduate Thesis: *Re-Rewriting History: Exploration of an AI-Manipulated Reality* (2024) ↗
Prattonia 2021 - Pratt Institute's Yearbook for Class of 2021 ↗
Build—Narrative: *Storytelling with Impact* (2024) ↗
Cabinet of Coping (2021)

SKILLS

TECHNICAL

Adobe Creative Suite:
InDesign, Illustrator, Photoshop, Premiere Pro, AfterEffects, Lightroom
Figma, Cinema4D, Procreate, Max MSP, Arduino

LEARNED

Branding & Advertising, Art Direction, Graphic Design, Brand Strategy & Marketing, Animation, Copywriting, Editorial Design, Social Media, Physical Computing, UI/UX, Print & Independent Publishing, Social Media Engagement & Trends

LANGUAGE

English	Fluent
Hindi	Fluent
French	Level 2

CLIENTS

The Inn of The Five Graces, Routinely, 3rd Space Studios, Pratt Institute, Impact Org, Newburgh Transportation Committee, Immunocologie, Etre, Build-Narrative, Symphony Studios, Karma Fine Jewelry, KB Building Groups, Plunge.com, VSeen