

Stuti Sukhani

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(929) 484 9286

Creative Brand Strategist

Dedicated to *bringing intricacy to complexities*, to build brand worlds that foster future-forward ideas, with a practice informed by design thinking, continual cultural curiosity, and a keen desire to understand human idiosyncracies.

RELEVANT EXPERIENCE

The Working Assembly | June 2024 - Present
Brand Management Intern

- Manage clients and brands, from project inception, to strategic positioning, to creative execution
- Identify market white spaces through competitive and cultural research and analysis
- Craft and implement brand strategy frameworks evidenced by thorough brand audits
- Write creative briefs for visual and verbal brand identity design, and brand campaigns
- Publisher for the weekly newsletter, 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

- Built intuitive and effective in-app journeys in cross-functional teams with product leads, designers, developers, and marketers
- 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

Brand Strategy

Auditing, identifying opportunities and articulating insights, brand positioning, brand articulation, building brand frameworks, storytelling, naming, copywriting, creative briefing

Visual Communication Design

Identifying design drivers, art direction, campaign development, brand identity design, typography, deck building

Management

Client relations, project management, strategic thinking, public speaking and delivery

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.

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 Sciences*' app *Druid*, in order to drive 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 graphic design, experimental narrative building, design history, illustration, typography and hand lettering, editorial design, and analog printing 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

Data Trap is a game designed to teach preteens and teens about data privacy: why, what and how they should protect their data, in the form of a board game which was selected to be exhibited as a standout project from the National Institute of Design