






KEERTHANA MENON

BRAND EXPERIENCE DESIGNER

CONTACT

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EDUCATION

M.Sc SPATIAL EXPERIENCE DESIGN

ArtCenter College of Design

Student Leadership Award Recipient Sp'23

2021 - 2023

B.Des PUBLIC SPACE DESIGN

Srishti Institute of Art, Design and Technology

2016 - 2020

SKILLS

Storytelling
Brand Experience and Strategy
Spatial Design and Planning
Brand Experience
Experiential Marketing
Brand Campaign Design
Presentation Tools - Keynote
3D Modeling - Rhino 7
Unreal Engine 5
Adobe Photoshop
Adobe After Effects

WORK EXPERIENCE

FREELANCE BRAND EXPERIENCE DESIGNER

The Silly Fellows: Bangalore, India | January - July 2021

- Designed a multi-functional co-working experience from early ideation to technical execution
- Worked collaboratively with engineers, while maintaining a clear vision of the creative vision and objectives
- Identified core working habits of employees through day-to-day client observations to inform the design
- Managed the production, developed technical drawings and fabrication plans to meet tight deadlines

Bodhsara Wellness and Salt Studio: Bangalore, India | September - December 2020

- Created branding guidelines for marketing content across multiple scales and touchpoint
- Worked closely with the business and marketing team to develop 360 campaign strategies
- Art directed product photoshoots

Skills: Storytelling, Creative Ideation, 3D Visualization, Content Strategy, Project Planning, Brand Experience

SPATIAL DESIGN INTERN

Phase 1 Events and Experiences: Bangalore, India | April - July 2019

- Designed compelling ideas and innovative experience concepts for the launch of Levi's Summer collection
- Led the art direction and product photoshoot for the B2B Levi's Catalogue, managed talent and production
- Managed, curated, and built a B2B event space for Levi's

Skills: Spatial Design, On-site Execution, Mood Boards, Team Management, Brand Experience Design, Leadership

VOLUNTEER EXPERIENCE

CORE TEAM

Raahat Foundation | 2021 - Present

Ran an essentials supply drive that distributed care packages to over 2500 migrant families and daily wage earners who were severely affected by the second wave of Covid-19 in India.

PARTICIPANT

MIT COVID-19 Challenge | 2021

Was selected for multiple editions of a hackathon run by MIT, which brought a diverse set of the worlds' youth onto a global platform to design and create solutions to beat the pandemic.