



# KEERTHANA MENON

keerthanamenondesign@gmail.com | 747.895.2070 | New York, NY

## EDUCATION

M.Sc ENVIRONMENTAL DESIGN

ArtCenter College of Design

Student Leadership Award Recipient Sp'23

California, United States

2021 - 2023

B.Des PUBLIC SPACE DESIGN

Srishti Institute of Art, Design and Technology

Bangalore, India

2016 - 2020

## SKILLS

Storytelling and Narrative Development

Art Direction and Visual Styling

Consumer Insights and Research

Consumer Journey Mapping

Brand Identity and Positioning

Team Management

Creative Leadership

Creative Direction

Spatial Experience Design

Creative Strategy

Experiential Marketing

Presentation - Keynote, PPT, Google Slides

3D Modeling - Rhino 7, SketchUp

Rendering - Unreal Engine 5, Enscape

Adobe Photoshop, Illustrator, After Effects

Figma

Generative AI Tools

Sensory Branding

## VOLUNTEER EXPERIENCE

Raahat Foundation | 2021 - Present

(Covid relief essentials supply drive)

MIT Covid-19 Challenge | 2021

(Global hackathon to design solutions to aid front line workers)

## EXPERIENCE

### EXPERIENTIAL DESIGNER

Creative Riff | New York, NY | 02/2024 - Present

- Developed concept pitches for Disney, Netflix, NBC, and ABC, translating business objectives into immersive brand experiences, spatial strategies, and compelling narratives.
- Led experiential strategy for ABC's Abbott Elementary activation at San Diego Comic-Con, ensuring brand alignment and audience engagement.
- Developed and executed 3D experiential concepts, managing the design process from ideation to final-stage production for high-profile activations.
- Drove end-to-end print production strategy for ABC's AVA Fest SDCC, optimizing workflows to ensure seamless execution across all assets.
- Designed high-impact activations for FX at SDCC, integrating spatial strategy with brand objectives to enhance audience engagement.
- Curated strategic pitch presentations for Disney, refining narratives to align with brand positioning and campaign goals.
- Collaborated with senior creative leadership to conceptualize and refine brand experiences for major entertainment IPs.
- Streamlined creative workflows using Figma, prototyping creative briefs to improve internal communication and execution.
- Transformed strategic insights into photorealistic 3D visualizations, bringing brand experiences to life through compelling storytelling.
- Conducted in-depth research on industry trends, audience behavior, and competitive landscapes to inform creative strategy and pitch development.

### ENVIRONMENTAL DESIGNER

Starch Creative | New York, NY | 07/2023 - 02/2024

- Crafted compelling conceptual directions of retail environments for Rapha, in the vibrant landscape of NYC, aligning brand narratives with consumer expectations and market trends.
- Collaborated cross-functionally with Environmental Design (ENV) teams to develop innovative storytelling tools and experiential elements for retail environments of a leading eyewear brand, enhancing brand differentiation and customer engagement.
- Spearheaded the development of scalable graphic applications, strategic initiatives, and comprehensive design toolkits for Adidas, driving brand consistency and resonance across diverse touch points.
- Facilitated seamless handovers of design intents to fabrication teams for various apparel brands, ensuring meticulous execution of creative vision and adherence to brand standards.
- Utilized advanced 3D modeling and rendering techniques to conceptually visualize and bring to life dynamic window activations for Arc'Teryx, to foster an immersive brand experience and increasing foot traffic.
- Collaborated closely with internal teams to build persuasive presentations and effectively communicate conceptual directions, fostering strong client relationships and driving project success.



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## EXPERIENCE

### SPATIAL DESIGNER (CONTRACT)

The Silly Fellows | Bangalore | 01/2021 - 07/2021

- *Designed and developed a multi-functional co-working experience, integrating ergonomic principles and spatial efficiency from initial concept to technical execution, resulting in a versatile environment conducive to collaboration and productivity.*
- *Collaborated closely with engineers to ensure technical feasibility while maintaining alignment with the project's creative direction and objectives, fostering synergy between design aesthetics and functionality.*
- *Conducted in-depth client observations to identify core working habits and preferences, informing the spatial design process and enhancing user satisfaction and efficiency.*
- *Managed the end-to-end production process, including the development of detailed technical drawings and fabrication plans, to meet demanding project deadlines without compromising quality or design integrity.*

### ART DIRECTOR (CONTRACT)

Bodhsara Wellness | Bangalore | 09/2020 - 12/2020

- *Developed comprehensive branding guidelines for marketing content across various platforms and touch points, ensuring consistency and coherence in brand messaging and visual identity for a premium wellness boutique.*
- *Worked in tandem with the business and marketing teams to develop holistic 360-degree campaign strategies, aligning creative executions with overarching brand objectives and consumer insights.*
- *Directed product photoshoots to capture and communicate the brand's essence effectively, ensuring alignment with brand positioning and messaging strategies.*

### SPATIAL DESIGN INTERNSHIP

Phase 1 Events and Experiences | Bangalore | 04/2019 - 07/2019

- *Developed strategic and creative experience concepts for the launch of Levi's Summer Collection, aligning with brand positioning and audience insights.*
- *Led the art direction and production of the Levi's B2B Catalogue, ensuring a cohesive visual narrative that enhanced brand storytelling and product appeal.*
- *Curated and executed an immersive B2B brand experience, translating brand strategy into a compelling in-person activation.*
- *Managed cross-functional teams and on-site execution to deliver a seamless brand experience, strengthening stakeholder engagement and contributing to project success.*

Juliana Jaramillo  
Executive Creative Director  
Creative Riff  
jjaramillo@creativeriff.com

**March 4th, 2025**

Dear Hiring Manager,

I am writing to recommend Keerthana Menon. Having worked closely with her in my capacity as Executive Creative Director at Creative Riff, I have consistently been impressed by her dedication, collaborative spirit, and strategic thinking.

As part of our creative team, Keerthana demonstrated a strong ability to conduct research that informed creative ideation for our experiential marketing programs and pitches. This included competitive research, as well as audience and fan research, which helped inform and shape our ideas.

Keerthana is a strong communicator who consistently delivers work on time. Her adaptability was evident as she seamlessly navigated diverse projects and team dynamics. She is a highly collaborative individual, always willing to contribute to the success of the group and readily accepting feedback. She was also very proactive in seeking new challenges and volunteering for additional responsibilities. Her ability to take ownership of tasks and see them through to completion is commendable.

I am confident that her skills and qualities make her a strong fit. She is a dedicated, talented, and collaborative individual who will undoubtedly contribute to your team's success.

Please do not hesitate to contact me if you require any further information.

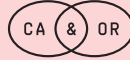
Sincerely,

A handwritten signature in grey ink, appearing to read 'Juliana', written in a cursive style.

Juliana Jaramillo

# STARCH

CREATIVE ————— STUDIOS



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1010 W. 17TH ST.  
COSTA MESA, CA 92627

2000 SE MADISON ST.  
PORTLAND, OR 97214

To whom it may concern,

I am writing to highly recommend Keerthana for any position or project that requires a talented and innovative creative. I've had the pleasure of working closely with Keerthana over the past year and have been consistently impressed with her creative thinking, design skillset, and dedication to her craft.

Keerthana possesses a rare combination of creativity and strategic thinking that makes her a true left brain/right brain creative. I really appreciated her thoughtful consideration of the user experience and ability to create environments that evoke emotion and resonate with the individuals who interact with them.

I am confident that Keerthana has a very bright future ahead of her in the creative industry and really wish I had the chance to continue to work with her. Keerthana's passion for design, coupled with her strong work ethic and professionalism, make her an asset to any team or project. I wholeheartedly recommend her and believe that she will continue to make significant contributions to any organization that's lucky enough to have her.

Please feel free to contact me if you require any additional information. I am more than happy to elaborate further on Keerthana's qualifications and attributes.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Davis'.

Kelso Davis  
Sr. Creative Director  
Starch Creative  
kelso@starchcreative.com