






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
Creative Direction
Spatial Experience
Brand Experience and Strategy
Human Experience Design
Experiential Marketing
Presentation - Keynote, PPT, Google Slides
3D Modeling - Rhino 7, SketchUp
Rendering - Unreal Engine 5, Enscape
Adobe Photoshop, Illustrator, After Effects
Generative AI Tools

WORK EXPERIENCE

ENVIRONMENTAL DESIGNER

Starch Creative: New York, NY | July 2023 - Present

- Curated conceptual directions for a retail environment of a sport apparel brand in NYC
- Worked collaboratively with the ENV team to come up with storytelling tools for various retail environments of an eyewear brand
- Worked on building scalable graphic applications, strategies and design toolkits for a sport brand
- Created build intents to seamlessly handover designs to fabrication team for an apparel brand
- 3D modeled and rendered retail environments
- Worked collaboratively to build client presentations and effectively communicate conceptual directions

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 direction 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: 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

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