



# Pallavi Jain

CREATIVE STRATEGY | BRAND SYSTEMS | DESIGN & PRODUCTION

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I am a Creative Strategist with seven years of experience building brands from the inside out, from business diagnosis and strategic positioning through to identity systems, campaign concepting, innovation, UX and final creative production.

My approach starts before the brief. I work to understand what an organisation genuinely needs before deciding what design should do. This means the solutions I bring are broader than most, and the work I build tends to last. I have delivered this across founders, CXOs and institutions in India, the USA, Europe and Asia.

Outside of work, I maintain an active illustration and art practice.

## EXPERTISE

### Strategy

**Brand Strategy & Narrative**

**Business & Service Design**

**Identity & Visual Systems**

### Craft

**Communication & Campaign**

**Packaging & Space Design**

**UX & Digital Experience**

### Leadership

**Project Management**

**Creative Direction**

**Artwork & Production**

## TOOLS & AI

Adobe Creative Cloud · Firefly

XD · Figma · Webflow

Open AI · Claude · Perplexity

## WORK EXPERIENCE

### Independent Consultant

**Creative Director, Project Manager** | APRIL 2023 – PRESENT

Principal of an independent strategic design practice responsible for client strategy, creative direction, project management and final delivery. Work as design partner with founders, institutions and design studios across India, Europe, the USA and Asia on brand strategy, identity systems, campaign design and digital experience.

### IndiDesign

**Head of Design and Strategy** | 2020 OCT - 2025 MAR (PART TIME SINCE 2023 APR)

Led brand strategy and design programmes across research, positioning, naming, identity systems, digital experience and communication design. Directed multidisciplinary teams and worked closely with founders and CXOs to translate business strategy into brand architecture, narratives and system level design.

**Strategic Design and Project Management** | 2020 JAN - FEB

Joined IndiDesign to lead strategic projects and client engagements — contributing to research, concept development and new business development before moving into a senior design and strategy role.

### ValueLabs X IndiDesign

**Business Designer / Strategist** | 2020 MAR - SEP

Helped conceive and build Imagine.Tech, a new strategic design vertical within ValueLabs, working directly with CXOs on platform strategy and business model design for American and European enterprise clients.

Worked on enterprise engagements exploring platform concepts, service ecosystems and digital opportunities. Developed strategic narratives, opportunity projections and concept frameworks to help leadership teams evaluate new growth directions.

Created UX and product concept prototypes that translated business ideas into tangible digital solutions for innovation pitches and client presentations while coordinating with tech, legal and delivery teams to work out feasibility and execution.

### Lemon Design

**Designer (Visual, Strategy and UX)** | 2019 FEB - DEC

Delivered brand identity systems, packaging design, communication design and digital experience projects across sectors.

## INTERNSHIPS

**Strategy Intern** | 2017 SEP - FEB  
Centre of Gravity

**Strategy Intern** | 2017 JUN - AUG  
**Design Intern** | 2016 JUN - JUL  
DYWorks

**Articled Intern** | 2011 - 2014  
BDG & Associates

## PUBLICATIONS

**Golden Sportspersons**, 2024  
Published by Harper Collins

**Paro of the Sundarbans**, 2023  
Published by Karadi Tales

**Paati's Rasam**, 2021  
Published by Karadi Tales  
*Winner: Jarul Book Award 2022*

**Curation & Art Direction for 10 multilingual storybooks**, 2021  
Published by Pratham Books

**Badbadgeet (series)**, 2021  
Published by Pratham Books

**Mountains of Mumbai**, 2019  
Published by Karadi Tales  
*Winner: Neev Book Award 2020*

## INTERESTS

Behavioural Economics,  
Painting, Sculpting



## EDUCATION

**Master of Design** *Graphic Design* | 2015 - 2018  
National Institute of Design, Ahmedabad

**Chartered Accountant** *First Attempt* | 2015  
The Institute of Chartered Accountants of India

**Master of Commerce** *Advanced Accounts* | 2015

**Bachelor of Commerce** *Operations Research and Taxation* | 2013  
Narsee Monjee College of Commerce and Economics

## NOTABLE PROJECTS

### Imagine.Tech – Business Design for ValueLabs

As a strategic consultant at ValueLabs, I worked with CXOs of the company and clients who are leading American and European enterprises, for agile growth and solving their business problems through design thinking and platform-based business models. My work contributed to the foundation of Imagine.Tech, a future-oriented business vertical. This included creating strategy blueprints, transformation models, and system-level solutions, as well as revenue projections and pitch decks, to reimagine digital innovation within the company.

### EKA Mobility – Branding a New Automotive Venture

At IndiDesign, I led the full brand programme for EKA Mobility (naming, positioning, visual identity, website, investor collateral and social strategy) establishing EKA as a future-focused player in India's evolving mobility ecosystem. Continued as design partner for two years post-launch, supporting them as they launched India's largest range of electric commercial vehicles.

### Yasasii HIMS – UX Design for Healthcare Ecosystems

At Lemon Design, I designed an integrated healthcare management platform spanning all stakeholders — administrators, doctors and patients. Grounded in qualitative research, the system addressed critical workflow and communication failures across the healthcare ecosystem. The client acknowledged one of my design solutions as a breakthrough in the industry.


### Brand World for Asian Paints Royale Play

As part of my graduation project with Centre of Gravity, I developed the brand world and design philosophy for Asian Paints Royale Play, repositioning it from a premium paint brand to a decor-led experience brand. Grounded in primary ethnographic research and human-centred design methods, the strategy helped articulate a meaningful shift from product-centric communication to an evocative narrative of self-expression in Indian homes.

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