



# Pallavi Jain

CREATIVE STRATEGY | BRAND SYSTEMS | BUSINESS DESIGN

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I work at the intersection of business and design, helping organisations translate complex business goals into clear strategy, business models, brand systems and experiences.

Over the past several years I have partnered with founders, leadership teams and institutions to shape brands from insight and positioning through to identity systems, digital experiences and communication design. My work spans strategic thinking, design direction and creative leadership, often leading multidisciplinary teams across strategy, design and technology.

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

## EXPERTISE

**Brand Strategy**

**Business Strategy**

**Brand Narrative**

**Identity Systems**

**Experience Strategy**

**Creative Direction**

**Team Leadership**

## SOFTWARE PROFICIENCY

Adobe Suite, Mac iWork & MsOffice environments, Figma & Webflow

## WORK EXPERIENCE

### Independent Consultant

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

Advise founders, institutions and design studios on brand strategy, narrative development and design systems. Lead end to end brand programmes from research and positioning to identity systems and implementation while coordinating a distributed network of collaborators. Work as design partner with teams across India, Europe, USA and Asia on all design requirements.

### 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 the studio to support strategic projects, client engagements and business development initiatives, contributing to research, concept development and client presentations.

### ValueLabs X IndiDesign

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

Part of the IndiDesign team that proposed and developed a new innovation capability within ValueLabs that later evolved into the Imagine initiative.

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

Worked on brand identity systems, communication design and digital experience projects across multiple sectors, translating research and strategy into visual systems and communication frameworks.

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## 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,  
Illustration, 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 naming, brand strategy and identity design for EKA Mobility an electric commercial vehicle brand launched by Pinnacle Industries. The project spanned brand naming, positioning, visual identity, website design, investor/business collaterals and social media strategy, establishing EKA as a future-focused player in India's evolving mobility ecosystem. After 2 years of continued design and strategy support, EKA has launched the largest range of e-CVs in India.

### Yasasii HIMS – UX Design for Healthcare Ecosystems

At Lemon Design, I created an integrated HIMS, focusing on efficiency, clarity, and user experience across all stakeholders of the Healthcare ecosystem. Through in-depth stakeholder interviews, qualitative research, and UX strategy, I crafted a system that addressed critical pain points for hospital administrators, doctors, and patients, resulting in a seamless, integrated healthcare platform. The client described one of my design solutions as a breakthrough.

### 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 immersive narrative of self-expression in Indian homes.

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