



Pallavi Jain

BUSINESS DESIGNER / CONSULTANT

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I am a **Chartered Accountant turned Designer** with a master's degree in **Graphic Design from the National Institute of Design**. With over six years of experience, I work at the **intersection of business, design and storytelling**, shaping strategies and experiences for a diverse range of organisations, from early-stage startups to institutional investment firms. I help companies uncover clarity, craft compelling brand narratives, and design purposeful systems across **strategy, branding, communication, and user experiences**.

I approach 'design' as a powerful, immersive process for solving problems - business as well as human. Deep insight into both worlds, business & design, help me create solutions that **transform businesses** and also **benefit their consumers**.

I have independently spearheaded the end-to-end branding and design initiatives for clients like Shikhara Investment and FourLion Capital, building and leading a trusted network of agencies and freelance designers to deliver strategic, creative solutions that drive their ongoing growth and evolving vision.

In my free time, I **illustrate storybooks for children**, some of which have **won awards**, and teach **at premiere design institutes** in India as **guest faculty**.

EXPERTISE

Brand Strategy

Business Design

Project Management

Creative Direction

Graphic Design

Design Research

UX Design

SOFTWARE PROFICIENCY

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

WORK EXPERIENCE

IndiDesign

Head of Design & Strategy | 2020 OCT - PRESENT

Project Management & Business Development | 2020 JAN - MAR

At IndiDesign, I lead strategy and design at a senior level, **managing brand and business projects across research, naming, identity, graphic design, UX and space design**. I'm responsible for business development, project planning, team coordination, and client servicing, **driving each project from pitch to delivery**. My core focus is research, strategy, creative direction, and system design. I lead workshops and presentations, assign and review work, and regularly support other teams by **unblocking creative challenges & ensuring project flow**.

ValueLabs X IndiDesign

Business Designer / Strategist | 2020 MAR - OCT

Consulted tech-driven companies in India, the US, and Europe on digital transformation. Led research, identified core business problems, and developed strategies using platform thinking and design-led methods. **Created new business and revenue models, conceptual frameworks, projections, investor decks, and UX prototypes** for their ten biggest clients. Contributed to **defining IndiDesign's role following its acquisition by ValueLabs**, shaping its structure and integration. I helped **position IndiDesign as a strategic design think tank** within ValueLabs & supported creating the framework for a holistic in-house design team.

Lemon Design

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

Led **strategic branding, graphic design, communication, and UI/UX design** for diverse clients. Additionally, supported development of an in-house electric automobile and spearheaded the investor pitch deck, including financial projections.

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 | 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 decorated 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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