

Vihaan Rao

Brand Designer · FICTIONAL SAMPLE
Pune, India

Skills

visual identity

Applied to brand identity programme through documented preparation, execution and review.

logo systems

Applied to packaging identity extension through documented preparation, execution and review.

typography

Applied to brand asset governance through documented preparation, execution and review.

colour systems

Applied to brand identity programme through documented preparation, execution and review.

brand guidelines

Applied to packaging identity extension through documented preparation, execution and review.

art direction

Applied to brand asset governance through documented preparation, execution and review.

asset production

Applied to brand identity programme through documented preparation, execution and review.

presentation

Applied to packaging identity extension through documented preparation, execution and review.

Certifications

Inclusive design studio

Meridian Professional Learning Studio (fictional) 2023 continuing learning - not a licence or certification
Visual identity and colour systems in the context of brand designer work.
Used reflective exercises and a bounded practice example related to brand identity programme.

Design critique facilitation

Meridian Professional Learning Studio (fictional) 2024 continuing learning - not a licence or certification
Logo systems and brand guidelines in the context of brand designer work.

Summary

Fictional demonstration candidate. All employers, education, projects, achievements and outcomes are illustrative and unverified. Not a real application or licence record. Brand Designer with an illustrative 12-year career in digital product, communication and visual design. Combines visual identity, logo systems, typography with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment. Selected work includes brand identity programme, packaging identity extension and brand asset governance. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims. Prepared for experienced brand designer opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes Master's in Brand Communication. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established. Turn a clear brief into dependable digital product, communication and visual design work: understand the context, apply visual identity and logo systems, record the evidence and explain the limitations before handover.

Experience

Brand Designer - Meridian Design Studio (fictional)

2023-07 - Present

Independent ownership of scoped brand designer work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples. Developed an identity system and application rules. Defined hierarchy and coordinated production artwork. Led brief clarification and prioritised work using visual identity, logo systems and typography. Raised unresolved constraints before committing to the next stage. Coordinated peer reviews and handover preparation; used a research or creative brief to distinguish completed work, assumptions and follow-up needs. Supported colleagues with practical examples of colour systems and maintained a concise learning record after important assignments. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Brand Designer - Northline Design Studio (fictional)

2019-07 - 2023-06

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in typography and colour systems. Organised approved assets and usage guidance. Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner. Applied brand guidelines and art direction to resolve delivery questions while maintaining source and decision notes. Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope. Prepared a reviewed handoff and feedback summary so the next team could understand the work and remaining questions. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Brand Designer - Cedarbridge Design Studio (fictional)

2016-07 - 2019-06

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions. Handled recurring work involving visual identity and logo systems using a documented preparation and review process. Supported packaging identity extension by organising inputs, maintaining issue notes and incorporating reviewer feedback. Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps. Improved record consistency through asset production and documented handover expectations. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

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Used reflective exercises and a bounded practice example related to packaging identity extension.

Design systems documentation

Meridian Professional Learning Studio (fictional) 2025 continuing learning - not a licence or certification
Typography and art direction in the context of brand designer work. Used reflective exercises and a bounded practice example related to brand asset governance.

Languages

English

professional working - fictional sample

Hindi

professional working - fictional sample

Assistant Brand Designer - Cedarbridge Design Studio (fictional)

2014-07 - 2016-06

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues. Assisted with visual identity and typography within an agreed scope and escalated unfamiliar work. Prepared inputs and checked completeness before passing work to the responsible reviewer. Maintained task records and learned to communicate assumptions, constraints and observed problems clearly. Applied review feedback to subsequent assignments and developed a dependable working routine. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Education

Master's in Brand Communication - Asterbridge Institute of Professional Studies (fictional institution)

2012-07 - 2014-05

completed - fictional record visual identity logo systems colour systems Specialist study on brand identity programme; an illustrative learning project, not a published result.

Bachelor's in Communication Design - Cedarhaven College of Applied Studies (fictional institution)

2009-07 - 2012-05

completed - fictional record typography brand guidelines art direction Applied coursework in visual identity, documentation and reviewed practical assignments.

Projects

Brand identity programme

Fictional internal work programme in digital product, communication and visual design; not a real client case study. Problem: A growing business lacked coherent visual recognition. Objective: Create a workable response to this issue through visual identity, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Brand Designer; owned the stated workstream, not the full organisation or every collaborator contribution. Developed an identity system and application rules. Prepared the scope with the commissioning team, identified unresolved inputs and used visual identity to turn the brief into a sequenced work package. Applied logo systems and typography while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: visual identity; logo systems; typography; colour systems Deliverables: Brand identity programme - scoped brief; Brand identity programme - reviewed working package; Brand identity programme - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a research or creative brief and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for brand identity programme, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Client names and projects are fictional; reference imagery and production assets require appropriate permissions. No underlying client documents, independently verified measurements or signed approval records are attached.

Packaging identity extension

Fictional internal work programme in digital product, communication and visual design; not a real client case study. Problem: New products did not fit the existing brand family. Objective: Create a workable response to this issue through logo systems, explicit review criteria and practical documentation. Agree the boundaries before execution and retain

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unresolved points for follow-up. Brand Designer; owned the stated workstream, not the full organisation or every collaborator contribution. Defined hierarchy and coordinated production artwork. Prepared the scope with the commissioning team, identified unresolved inputs and used typography to turn the brief into a sequenced work package. Applied colour systems and brand guidelines while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: logo systems; typography; colour systems; brand guidelines Deliverables: Packaging identity extension - scoped brief; Packaging identity extension - reviewed working package; Packaging identity extension - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a annotated design iterations and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for packaging identity extension, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Client names and projects are fictional; reference imagery and production assets require appropriate permissions. No underlying client documents, independently verified measurements or signed approval records are attached.

Brand asset governance

Fictional internal work programme in digital product, communication and visual design; not a real client case study. Problem: Teams circulated outdated logos and templates. Objective: Create a workable response to this issue through typography, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Brand Designer; owned the stated workstream, not the full organisation or every collaborator contribution. Organised approved assets and usage guidance. Prepared the scope with the commissioning team, identified unresolved inputs and used brand guidelines to turn the brief into a sequenced work package. Applied art direction and asset production while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: typography; colour systems; brand guidelines; art direction Deliverables: Brand asset governance - scoped brief; Brand asset governance - reviewed working package; Brand asset governance - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a reviewed handoff and feedback summary and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for brand asset governance, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Client names and projects are fictional; reference imagery and production assets require appropriate permissions. No underlying client documents, independently verified measurements or signed approval records are attached.

Achievements

Brand identity programme

Developed an identity system and application rules. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Packaging identity extension

Defined hierarchy and coordinated production artwork. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Brand asset governance



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Organised approved assets and usage guidance. The achievement is the described
workstream contribution; independent outcome evidence is not supplied.

