



VIHAAN RAO

Brand Designer

visual identity, logo systems, typography

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FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

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.

AT A GLANCE

12 years ILLUSTRATIVE CAREER	4 CAREER APPOINTMENTS	3 WORK EXAMPLES	2 EDUCATION RECORDS
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CORE COMPETENCIES

- visual identity / logo systems
- typography / colour systems
- brand guidelines / art direction
- asset production / presentation

PROFESSIONAL MISSION

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.

Career family: Digital & Visual Design | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Brand Designer

Meridian Design Studio (fictional)

Jul 2023 - Present | Pune, India

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)

Jul 2019 - Jun 2023 | Pune, India

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.

PROFESSIONAL WORKING PRINCIPLES

- Translate audience needs and communication goals into a clear design brief.
- Make design decisions inspectable through explorations, critiques and usability feedback.
- Document asset rights, accessible alternatives and handoff specifications.

PROFESSIONAL EXPERIENCE / EARLIER

Brand Designer

Cedarbridge Design Studio (fictional)

Jul 2016 - Jun 2019 | Pune, India

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.

Assistant Brand Designer

Cedarbridge Design Studio (fictional)

Jul 2014 - Jun 2016 | Pune, India

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.

SELECTED CONTRIBUTIONS

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

SELECTED WORK / 01

Brand identity programme

P1 | Jan 2024 - Jun 2024 | FICTIONAL WORK EXAMPLE

Context. 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.

Contribution and ownership. 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.

Suggested evidence (not supplied): research or creative brief; annotated design iterations; reviewed handoff and feedback summary.

SPECIALIST PRACTICE

Portfolio attribution

The sample focuses on visual identity, logo systems, typography. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on visual identity and colour systems for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of packaging identity extension, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Client names and projects are fictional; reference imagery and production assets require appropriate permissions.

SELECTED WORK / 02 AND 03

Packaging identity extension

P2 | Jan 2025 - Jun 2025 | Meridian Design Studio (fictional)

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 unresolved points for follow-up.

Ownership. 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

Delivered. Packaging identity extension - scoped brief; Packaging identity extension - reviewed working package; Packaging identity extension - handover and learning summary

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.

Suggested evidence (not supplied): research or creative brief; annotated design iterations; reviewed handoff and feedback summary.

Brand asset governance

P3 | Jan 2020 - Jun 2020 | Northline Design Studio (fictional)

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.

Ownership. 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

Delivered. Brand asset governance - scoped brief; Brand asset governance - reviewed working package; Brand asset governance - handover and learning summary

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.

Suggested evidence (not supplied): research or creative brief; annotated design iterations; reviewed handoff and feedback summary.

EDUCATION AND SPECIALIST LEARNING

Master's in Brand Communication

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2012 - May 2014 | completed - fictional record
Focus: 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)
Jul 2009 - May 2012 | completed - fictional record
Focus: typography, brand guidelines, art direction. Applied coursework in visual identity, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Inclusive design studio (2023). 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 (2024). Logo systems and brand guidelines in the context of brand designer work. Used reflective exercises and a bounded practice example related to packaging identity extension.

Design systems documentation (2025). Typography and art direction in the context of brand designer work. Used reflective exercises and a bounded practice example related to brand asset governance.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.

Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Client names and projects are fictional; reference imagery and production assets require appropriate permissions.

Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.

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Contact placeholder: vihaan.rao@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.