

# Madhavi Itti Menon

**BIO :** A brand strategist and designer who strives to establish shared ambition. With over 6 years of interdisciplinary experience in identifying the patterns within pandemonium. I seek to magnify the potential of overlooked spaces through the influence of branding.

## EXPERIENCE

**Brand Extension and Retail Strategy** · Feb 2021-July 2021  
**Urban Farms Co. by Araku**

Visual strategy and brand extension for the regenerative food systems retail launch. Created packaging, print and environmental branding concepts for investor and board approvals. Naming and brand Identity for 'Native' a new line of luxury CPG food products for the company.

**Brand Consultant** · Jan 2021-July 2021

**Beat Hard Seltzer, Alcopop Spirits LLP**

Brand consulting and Pre - Launch strategy including product packaging and social media for India's first ready-to-drink gin cocktails. Advised the founder and coordinated execution with production, print and social media partners.

**Identity and Event Design** · 2021

**United Nations Development Fund and Ministry of Environment, India**

Bespoke Identity, guidelines and event design for the International Day of Biological Diversity. Coordinated with representatives from the Ministry of Environment, Government of India and UNDP to create the identity and collaterals for the 'Biodiversity Day Awards 2021'.

**Conference and Event Branding** · 2018 & 2019

**GIZ - the German Development Agency and the Government of India**

Conference and print collaterals for the National Conference of Food Secretaries.

**Graphic Design and Campaign Strategy** · March 2019 - May 2020

**Echostream Private Limited · Sikkim, India**

- Graphic and editorial design for the state- wide educational textbook redesign project, currently used by every government school across the state.
- Creative, campaign strategy and design for the Secure Himalaya Snow Leopard Preservation Project by UNDP and Ministry of Environment, India.
- Branding and identity for the GSLEP Steering Committee conference, hosted by the Government of India in 2019.

**Graphic Design and Creative strategy** · Jan 2018 - March 2019

**Lopez Design Agency, India**

- The nationwide Branding and icon system for the Ayushman Bharat Health Centers for the Ministry of Health, India - Adaptive branding system utilizing local artisans has featured on over 150,000 centers across India.
- Conference Branding for the Partnership Forum 2018 for PMNCH, Geneva based global alliance of more than 1,000 organizations and The Ministry of Health, India. A sustainable branding to collateral system used by over 1200 dignitaries.
- Environmental branding for the IIFL bank corporate headquarters in Mumbai.

## BRAND STRATEGIST

Manhattan, NYC | +1 646 552 2040

[linkedin.com/in/mittimenon2022](https://www.linkedin.com/in/mittimenon2022)

[mitti.menon@gmail.com](mailto:mitti.menon@gmail.com)

[www.mittimenon.work](http://www.mittimenon.work)

## SKILLS

Brand and Creative Strategy  
Brand & Competitive Audits  
Insight & Implication Identification  
Brand + Product Naming  
Identity Design, Brand voice, Storytelling  
Copywriting & Campaign Branding  
Trend Forecasting, 2D Animation  
Qualitative Research, Stakeholder Interviews

## EDUCATION

- ♦ **Masters in Branding**, 2021-2022  
School of Visual Arts | New York, USA  
Clients and projects included- Nike, Adobe, Gap, Peloton, Kiehl's and the NYC Department of Public Health.
- ♦ **Bachelor of Design**, 2014 - 2019  
National Institute of Design | India
- ♦ **Exchange Program**, Feb - July 2017  
Holon Institute of Technology | Israel

## ACHIEVEMENTS

- ♦ Featured on The Print Mag for the project '100 Days of Mining Music' 2022
- ♦ Recognized by The Minister of Education, Sikkim for SCERT Project by Echostream, 2022
- ♦ Ayushman Bharat identity featured in the Best Noted category by UnderConsideration's Annual Brand New Review, 2019
- ♦ Partnership Forum 2018 Branding awarded the Pool Award for Best Design Project in India, 2019
- ♦ Recipient of the Ratan Tata Grant, Awarded to the top ten academic performances, NID, 2015
- ♦ First female Vice President of the Student's Activity Council (SAC) NID, 2015 - 2016  
Acting President SAC- 2016-2017