

The Making of a Visual Storyteller

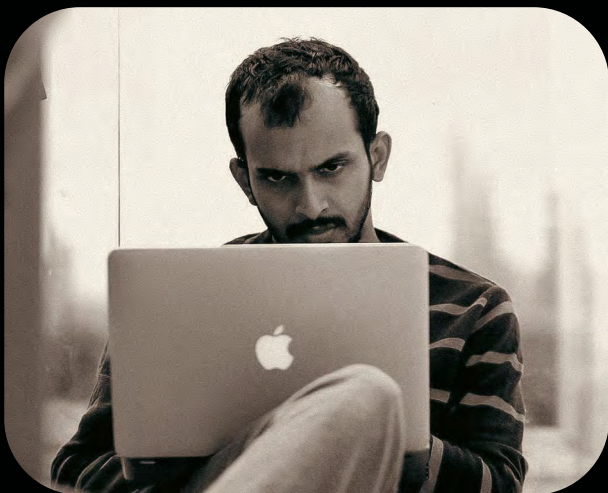
Every brand has a story, but I have learnt that not every designer knows how to listen for it. For me, being a Brand Identity Specialist and Visual Storyteller means that design is not merely about arranging colors and typography on a page – it is the deliberate act of transforming complex ideas into impactful, living narratives.

My career is defined by a unique duality: the strategic precision of a brand designer and the raw, human

perspective of a documentary photographer. By balancing these two worlds, I create visual identities that do not just stand out, but truly connect.

Foundations in Media and Global Perspectives

My journey began with a deep dive into communication, earning a Post Graduate Diploma in Advertising from the Kerala Media Academy in 2009. Armed with a foundational



understanding of consumer perception, I stepped into the fast-paced world of design.

An early stint as a Graphic Designer in Bangalore provided sharp technical grounding, but it was my move to Dubai in 2013 that truly expanded my horizons. While working as a Layout Designer for Oneness Media Mill in the Middle East, I immersed myself in diverse corporate landscapes, mastering the art of visual hierarchy and structural storytelling. This international experience built a robust foundation, teaching me how to anchor a brand's promises into its physical and digital products.

Grounding in Reality: The North Indian Documentaries

While my corporate design work sharpened my precision, my creative soul was equally shaped by the lens of a camera. Moving across



North India, I dedicated myself to documentary photography.

Capturing real people, untold stories, and unvarnished moments fundamentally altered my design philosophy. I realized that the most powerful brands, much like the most compelling photographs, are rooted in authenticity. This period of documentary work enriched my creative perspective, injecting a rare depth and empathy into my commercial branding projects. My photographic eye earned recognition, leading to finalist slots and exhibitions at prestigious platforms like the Green Storm Foundation, the State Agriculture Farm Information Bureau, and Kochi Design Week at Bolgatty.

Autonomy and Leadership

In 2016, I established my independent practice in Kochi, operating as a Brand Identity and



Layout specialist. Over the years, I have become a trusted partner for businesses looking to define their identity. From medical institutions like MDP Healthcare to specialized ventures like Hijra Shipping and Srotas Organic, I have worked to ensure that I don't just deliver a logo—I build an entire visual ecosystem. My structured three-tier process—deep-dive Research & Discovery, meticulous Concept Development, and rigorous Brand Application Guidelines—ensures that every identity I create is consistent, timeless, and purposeful.

My multidisciplinary mastery eventually led me to my role as the Lead for Branding & Digital at GEMS Education in 2021. Balancing institutional leadership with my independent creative pursuits, I was honored to receive the Digital Marketing Excellence Award at GEMS in 2022.



My Philosophy Today

Today, with over a decade of cross-continental experience, dozens of completed projects, and a reputation for unparalleled professionalism, I remain an artist at heart. Whether I am operating design tools like Illustrator and InDesign or looking through the viewfinder of my Sony and Canon cameras, my mission remains singular:

To collaborate with visionaries, redefine brand stories, and shape clear, strategic narratives that reflect true human values.

Thank you

