

HEMANT NANDAL

Design Lead | Brand Systems, Product UI/UX & Design Operations

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Design Lead with 8+ years across brand identity, product UI/UX and design operations. I lead a design team across multiple client brands while staying hands-on, and I build the systems, from process and SLA to QA and brand guidelines, that let a team ship consistently. Former Creative Director for an Irish agency; BCA in AI & Machine Learning.

WORK EXPERIENCE

Design Lead, Digitally Next

June 2026 - September 2026

Full-time • Delhi, India

- Lead a 3-designer team across 10+ client brands, owning UI/UX for every account while directing brand and marketing output through weekly allocation, reviews and 1:1 feedback, keeping 100% of weekly content calendars on schedule across 4 channels.
- Built the team's operating system (working process, "no half-briefs" intake gate, per-deliverable SLA/turnaround baseline from production logs, and a self-QA checklist) to replace ad-hoc requests; brought major-revision rounds under 10% and on-time delivery above 95%.
- Wrote a 6-brand design-governance reference (palette, type, tone, dos and don'ts) so any designer can pick up any client on day one, cutting new-designer brand onboarding from weeks to days.
- Defined role charters, KRAs and KPIs for the designers I lead, including an AI-augmented design standard (2–3 AI-assisted explorations per project) to make quality and speed measurable.
- Built a searchable team resource portal and Apps Script intake forms so briefs, files and playbooks live in one place, reducing brief-clarification and asset-retrieval time by ~30%.
- Delivered 751 design assets for a single client in H1 2026 (430 social creatives, 160 paid ads, 95 blog visuals, 26 banners, 18 web pages) with zero missed weekly deadlines.

Graphic & UI/UX Designer, Digitally Next

October 2025 - May 2026

Full-time • Delhi, India

- Designed and shipped sanjivaniedge.com, unifying 8 service domains and 5 industry verticals into one enterprise information architecture for a 60-year-old group's technology arm; live in production and singled out internally as a benchmark.
- Redesigned Digitally Next's own identity into a 16-document brand system (colour, typography, iconography, illustration, photography, logo rules) and applied it across 20+ touchpoints from signage and print to merchandise, decks and web.
- Led brand identity and packaging for 7 D2C and B2B clients (SoulSmith, Leocym, Happy Ganga, Hard2Soft, KnowYourGenes, Talentifi-X, Skelmet) from logo to print-ready packaging and brochures, with 90%+ of work approved without major revision.
- Designed UI/UX for the Talentifi-X, Opinova Foundation and Hard2Soft websites (30+ pages), mapping every page to a user journey before visual design.

Creative Director, Outwork Media Ltd.

March 2021 - October 2025

Contract • Dublin, Ireland (Remote)

- Led creative direction for 50+ brand identity, packaging, UI/UX and campaign projects across 10+ industries, translating client business goals into design outcomes that boosted client retention by 40%.
- Designed, developed and launched the Aer Lingus College Football Classic app on iOS and Android for the 2023 event, driving a 50% increase in in-event user engagement.
- Directed REIL's (Retrofit Energy Ireland Ltd.) rebrand, ArchiExpo 2024 stand and SEAI campaign landing pages, contributing to a 30% lift in campaign sign-ups.
- Designed the Nutbutter email programme for its Deliveroo Restaurant Awards nomination, reaching 1,489+ subscribers at a 37.2% open rate.
- Managed and mentored a remote team of 4–6 designers and editors, improving delivery efficiency by 35% and reducing revision rounds by 40%; produced 20+ branded videos and motion assets that lifted social reach 60%.

Graphic Designer, Outwork Media Ltd.

September 2020 - February 2021

Contract • Dublin, Ireland (Remote)

- Delivered branding and marketing design across multiple clients (presentation decks, social media templates and brand guidelines), earning promotion to Creative Director within 6 months.

Independent Creative Designer, Contra · Upwork · Fiverr

April 2018 - September 2020

- Delivered brand identity, websites, landing pages, social kits and decks for 100+ clients worldwide, sustaining a 96% satisfaction rating and a 5.00 Contra rating across 7 engagements.

SKILLS

- **Brand Systems:** Brand Identity, Logo Design, Brand Guidelines, Packaging Design, Print Design, Environmental & Signage Design, Typography
 - **Product & Digital:** UI/UX Design, Information Architecture, Wireframing, Prototyping, Design Systems, Responsive Web Design, Landing Pages
 - **Design Operations:** Team Leadership, Design Process, SLA/Turnaround Baselines, Design QA, Multi-brand Governance, Role Definition, Intake Systems, Mentoring
 - **Creative & AI:** Creative Direction, Art Direction, Motion Graphics, Video Editing, AI-assisted Exploration & Rendering (Midjourney, Firefly, Higgsfield, ChatGPT), Prompt Engineering
 - **Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Figma, Framer, Webflow, WordPress, Shopify, Canva, HTML/CSS/JavaScript (basic), Google Apps Script
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CERTIFICATIONS

- **Graphic Design** (*CalArts*)
 - **Web Development: HTML, CSS, JS** (*Johns Hopkins University*)
 - **Looker Data Studio** (*Google*)
 - **PowerPoint & Presentation Skills** (*LearnQuest*)
 - **Custom Lettering for Visual Identity** (*Domestika*)
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EDUCATION

Bachelor of Computer Applications (AI & Machine Learning)
Manav Rachna International Institute of Research and Studies

July 2023 - July 2026