Debaditya Naha

Brand Designer, Strategist & AI Creative Technologist



8 years of experience shaping identities, packaging and digital experiences. I'm interested in leading ideas from cultural insight through to creative direction, combining strategic thinking, visual design and emerging technology to build brands that have something to say and systems that know how to evolve.

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EXPERIENCE

CONSULTANCY

Brand Creative Director — 2025 — Now
Vantora Lifestyle · Bangalore
Naming, identity and packaging as one modular system; directed a seasonal capsule campaign.

Brand Consultant — 2024
Zooop Social · Hyderabad
Branding, art direction, app product design and website.

Design Consultant — 2024
Apollo Finvest · Mumbai
Brand revamp and website design for a lending business.

FULL TIME

Senior Communication Designer — Jul 2021 — Jul 2024
Grarri Design Studio · Hyderabad
Art direction for Summer and Buyaspace; websites for Glass Free Life and Radha Spaces.

Graphic Designer — Aug 2020 — Jun 2021
Indesign Elements · Pune
Branding and websites for Genericart, Oma Health and Spot Patch.

INTERNSHIPS

Design Intern — Jun — Jul 2019
TagMango · Kolkata
App user experience, interface and illustrations.

Design Intern — Mar — Jul 2018
MullenLowe Lintas Group · Kolkata
Campaign and retail work across 15–20 brands including Khadims, Suraksha, Dollar, Veedol and LuvLap.

Design Intern — Feb — Mar 2018
Response Advertising · Kolkata
Brand and campaign support across retail and FMCG.

EDUCATION

MA Graphic Branding & Identity
University of the Arts London, LCC
2025 — 2026

B.Des Visual Communication
MIT Institute of Design, India
2016 — 2021

CAPABILITIES

RESEARCH & STRATEGY
Cultural and competitive research, positioning, naming, brand architecture.

BRAND & CRAFT
Visual identity and brand systems, typography and type design, art direction, packaging, website and interface design.

AI & TECHNOLOGY
AI-assisted art direction, image generation and research; creative coding and interactive prototypes.

TOOLS

Illustrator, Photoshop, InDesign, After Effects, Figma, Procreate, Canva, Claude, HTML & CSS

RECOGNITION

Pentawards 2026 — Bronze
The Forest Gold Whiskey

Pentawards 2026 — Shortlist
Quinto Non-Alcoholic Cider

Fresh Pearls Award 2026 — Shortlist
Up Social App, by Pearlfisher

Dhaka Type Feature, 2024
Suchitra Bengali Typeface

Website ↗ | Email ↗ | LinkedIn ↗ | Instagram ↗ | Behance ↗

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