

SAYANI MUKHERJEE



DEPUTY DESIGN MANAGER

I bring over **14 years of experience** across branding, digital, print, packaging, and web. I lead end-to-end creative strategy for in-house brands, driving cohesive storytelling across social media, email, websites, and marketing collateral to strengthen brand presence and business impact.

With expertise in 3D, compositing, and motion design using After Effects, I collaborate closely with cross-functional teams to deliver audience-focused, performance-driven creative solutions. As a team leader, I foster innovation, streamline design processes, and uphold strong visual consistency across every touchpoint.

EDUCATION

B.SC. ANIMATION AND DESIGN

St. Xavier's College, Kolkata
2007-2010

CONTACT

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Website

www.brandandbuild.co.in

WORK EXPERIENCE

UNITILE INDIA, MUMBAI

DEPUTY DESIGN MANAGER

Oct 2025 - Present

Overseeing multiple in-house brands across social media, email, packaging, and websites to ensure strong brand visibility and consistency. Leading creative strategy and collaborating with cross-functional teams to deliver impactful, audience-focused design solutions on time.

SENIOR GRAPHIC DESIGNER

Jun 2020 - Sep 2025

Senior Graphic Designer leading end-to-end design across social media, emailers, brochures, packaging, and websites for in-house brands, ensuring strong brand consistency and visual impact.

MAD N CRAZY WORKS, MUMBAI

SENIOR ART DIRECTOR

Feb 2020 - Jun 2020

I led creative direction for multiple brands, managing projects from concept to execution. I guided design teams and delivered impactful, brand-aligned visual solutions that met client objectives.

OYO WEDDINGZ.IN, MUMBAI

SR. GRAPHIC DESIGNER

Apr 2019 - Feb 2020

I managed a design team while overseeing in-house branding, email marketing campaigns, social media creatives, and video designs. I also led the design and execution of the company's first-ever magazine, establishing a strong and cohesive visual identity across platforms.

UNITILE INDIA, MUMBAI

GRAPHIC DESIGNER

Apr 2018 - Apr 2019

Managed in-house branding, email campaigns, social media creatives, and video design, ensuring consistent visual communication to strengthen brand presence and engagement.

FUSIONCHARTS, KOLKATA

VISUAL DESIGNER

Aug 2016 - Dec 2017

Managed brand internal communications and designed intuitive, user-focused dashboards with strong UI/UX, ensuring clarity, consistency, and enhanced usability.

DESIGN PIÑATA, KOLKATA

GRAPHIC DESIGNER

Jun 2013 - Aug 2016

Handled multiple brands across industries, creating logos, websites, brochures, packaging, and ad creatives, delivering cohesive design solutions from concept to execution.

ANTHELION TECHNOLOGY PRIVATE LIMITED, KOLKATA

3D MODELING ARTIST

Sep 2012 - Jun 2013

As a 3D Modelling Artist, I developed detailed architectural 3D models and also designed websites for brands, delivering visually strong and technically refined digital experiences.

ADROIT HUMAN CREATIVE SERVICES PVT. LTD., BENGALURU

ANIMATOR

Jan 2011 - Nov 2011

Animator & Designer with experience across multiple brands, creating e-learning modules, brochures, and websites with engaging and impactful visual communication.

PROFESSIONAL SKILLSET

- Adobe Photoshop
- Adobe InDesign
- Adobe Premier
- Adobe Illustrator
- Adobe After Effects
- Figma

LANGUAGES

- English
- Hindi
- Bengali