

Ragini Ramanathan

Creative Director & Brand Designer

I am an award-winning creative leader with 10+ years of experience driving visual design for global brands like Target and Disney. I've spearheaded brand identity, packaging, and digital strategy for over a 100 national and global brands. I specialize in leading high-performing teams and optimizing workflows to slash revision cycles, improve quality, and drive client engagement through research-driven design.

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EXPERIENCE

Creative Director | Thunderclap B2B Web Design

Dec 2024 – Present

Creative Direction: Directed the creative vision and execution of 25+ global and national brand identities, resulting in a 15% average increase in client engagement.

Project Stakeholder Management: Managed internal and external stakeholders to ensure premium standards of design quality. Maintained standards by implementing rigorous feedback loops with the brand design team.

End-to-End Execution: Delivered design solutions by translating complex client business goals into high-impact creative assets across various digital touch points.

Team & Talent Management: Led a global teams of designers and freelancers, overseeing the entire talent lifecycle including hiring, training, resource management and performance growth.

Process Optimisation: Pivoted the department to a research-and-concept-driven workflow ensuring faster stakeholder buy-in. This slashed revision cycles by 30% while maintaining premium output.

Business Development: Collaborated with executive leadership to set and achieve quarterly goals, ensuring creative output aligned with broader business objectives.

Art Director | Target Retail

Oct 2021 – Jul 2024

End-to-End Packaging Solutions: Spearheaded the creation of packaging design solutions for 800+ SKUs across 8 global brands.

Strategic Collaboration: Collaborated with cross-functional teams to develop consistent design systems. Presented solutions to U.S. partners and collaborated with them to ensure the teams were aligned from concept to final execution.

Team Oversight: Directed multiple teams of art directors, production designers and imaging artists for Target-owned brands (like Tabitha Brown, Up&Up, Market Pantry) and Target initiatives.

Event Design Leadership: Led creative vision and execution for large-scale Target events and initiatives like MGT+ and DEI.

EDUCATION

Srishti School of Art, Design & Technology

2008 – 2012

Diploma in Visual Communication

Mallya Aditi International School

2006 – 2008

12th Grade ISC Certificate in Arts

AWARDS

Kyoorius Blue Elephant

Best Communication Design for Transform Transgender Rights Conference

CII Design Award

Best Brand Design for 32 Watts

India's Best Design Award

Best Communication Design for Transform Transgender Rights Conference

India's Best Design Award

Best Brand Design for 32 watts

India's Best Design Award

Best Brand Design for Forwater

SKILLS & LANGUAGES

Design Mediums

Logo Design · Visual Identity Design
Packaging · Web Design · Digital
Marketing Collaterals · Illustration

EXPERIENCE

Brave New World | Creative Supervisor

Oct 2019 – Sept 2021

Campaign Design Leadership: Led digital, social and advertising campaigns for diverse global and national clients (Jockey Woman, Embibe, Disney Hotstar B2B, etc).

Team Supervision: Mentored and supervised junior designers, production designers and animators across multiple projects.

Cross-functional Collaboration: Partnered with large cross-functional teams to deliver effective design solutions within high-pressure timelines.

Client Presentation: Presented strategic concepts and design intent directly to ensure alignment with all project stakeholders.

Associate Graphic Designer | Cracker & Rush

May 2016 – Aug 2019

Brand design: Developed logos, visual identities, digital assets and graphic layouts for a variety of homegrown brands like Highway Star, Ekatvam, 32 Watts, Transform).

Strategic Alignment: Collaborated closely with the strategy team to create holistic design solutions across print and digital channels.

Graphic Designer | Taaqademy Pvt Ltd

Jan 2013 – March 2016

Brand Design: Served as the in-house designer for the band, Thermal and a Quarter; designed merchandise, album covers, websites and stage animations.

Media Production: Coordinated and executed photo and video shoots.

Vocal Instruction: Functioned as a backing singer for the band and taught vocals at the accompanying music school.

SKILLS & LANGUAGES

Management Skills

Creative Direction · Team Management
Mentoring · Training Development · Hiring
& Recruiting · Interviewing · Process
Optimization · Resource Management

Strategy Skills

Competitive Landscape Research
Design Strategy · Design Concepts

Design Tools

Figma · Adobe Illustrator · Adobe Photoshop
Adobe PDF Reader

Languages

English: Fluent/ Professional Mastery
Danish: Elementary Proficiency