

Karthikeyan Manivannan

BRAND & VISUAL DESIGN LEADER

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POSITION		Brand and visual design leader. 18 years in, 11 of them running teams. I work at both ends of the craft: concepts that refuse the category's clichés, and the systems that make them repeatable. Still in the file every day.
ZUPER Senior Manager, Visual Design DEC 2025 → NOW		Brand revamp, end to end. A homepage refresh became the whole visual language: colour, character cast, typography, decks, email and social. Presented to executive leadership as one vision, now live at zuper.co .
		Category-breaking direction. Retired field service's man-with-a-tablet stock shot for a cast of mini-humans who climb the product and do real jobs inside the interface, art-directed to read at thumb size.
		Published design language. Built a live styleguide for colour, type, spacing, components, mini-humans, agent avatars and deck rules, with a self-serve asset library the team pulls from directly.
		Brand as installable tooling. Shipped the design system as a Claude skill, so marketing and sales generate on-brand decks, emails and pages without queueing for design.
SPENDFLO Manager, Visual Design 2022 → 2025		Scalable brand systems. Led a company-wide rebrand from the ground up, then built the guidelines, libraries and templates that held it consistent across web, product, campaign and sales.
		In-house studio leadership. Ran a four-person multidisciplinary team as a player-coach: art direction, honest critique, and delivery of priority digital and campaign work from discovery to production.
		Strategic partnership. Worked directly with founders and marketing to turn positioning into high-stakes pitch decks and investor materials.
FULLYFILMY Founder, Head of Design 2015 → 2022		Founded and creatively led a consumer brand. Directed a team of seven-plus across brand, digital, experiential and product design.
		Ideation to production. Owned print, packaging, social and retail for a mass Indian audience. High volume, judged by whether people shared it.
EARLIER 2008 → 2015	AGENCY	Digitally Inspired Media , Graphic Designer. Marketing and social campaigns, plus the agency's own identity.
	SOLO	Freelance brand designer , ongoing. Identities and campaigns for product startups, SaaS and enterprise technology worldwide.
RECOGNITION	GOLD	Maddy Awards, Best Poster. Madras 365
	SILVER	Maddy Awards, Best Public Initiative. Naya Nee
	BRONZE	Maddy Awards, Best Digital Campaign. Super Minions
	PRESS	Times of India, The Hindu, Indian Express
EDUCATION 2007 → 2011	DEGREE	Mechanical Engineering. Rajalakshmi Engineering College, Chennai, Tamil Nadu.
	PRACTICE	Brand identity. Design systems. Art direction. Typography. Character design. Campaign. Team leadership. AI tooling. Figma, Adobe Creative Cloud.