

Hello!



"As a Brand Designer, my work is about creating memorable brand experiences through meaningful designs and storytelling. My portfolio is about enhancing user experience at every touchpoint."

Ir. Dhananjay Patil

Brand Designer

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Kolhapur, Maharashtra.

Skills



Illustrator



Photoshop



InDesign



CapCut



Instagram



SolidWorks



Prompt Engineering

Work Experience

Freelancing Digital media agency

Keywords: Content Creation, Scriptwriting, Video Editing, Content Strategy, Brand Consistency, Engagement Tracking, Storytelling

- Designed a cohesive brand identity framework for the Brand Archetype Series, ensuring visual appeal and strategic structure.
- Created engaging digital content to simplify complex branding concepts for businesses and marketers.
- Applied storytelling and graphic design principles to boost audience engagement and brand recall.
- Developing the #BrandEveryCity series, transforming cities into unique brand identities through storytelling.
- Creating the 'Why Build a Brand' series to share the power of branding—while documenting my journey as a brand designer building a brand of my own.
- Researched content trends and optimized short-form videos to enhance reach, engagement, and audience curiosity.

Branding work for Agilitas and The Bubble Factory

Keywords: Branding, Target Audience research, B2B and B2C branding, UX, Prompt Engineering.

- Strategically refined packaging and online presence to align with the brand's identity, product portfolio, market segmentation.
- Crafted a comprehensive brand positioning strategy.
- Enabled rapid product portfolio expansion with a strategic sticker design, allowing for easy color updates.
- Moving into content creation to foster brands presence on social media platforms.

Market Research to Develop new brand strategy for EOX Tractors

Keywords: Trend Analysis & market Research, Stakeholder Engagement, Value Proposition

- Aimed towards expanding the use on electric tractors in the construction sector of the Netherlands.
- Uncovered existing infrastructure on which the brand can build for a cost-effective and rapid expansion.
- Engaged with Dutch Contractors, Civil Engineers, and Farmers to uncover their desires about the future models and the existing operations on which the brand can build upon.
- Proposed two well-researched directions for the brand to pursue as their new product design strategy.

Brand Strategy & Product Development for Coca-Cola & Dyson

Keywords: Branding, Brand Positioning, Brand Identity and Compliance, Content Strategy, Seasonal Marketing, Sales

- Developed a strategic brand narratives, aligning seasonal campaigns, market expansion and core brand values.
- Translated brand values into an engaging consumer experience, reinforcing emotional connections through thoughtful designs.
- Enhanced brand recall and engagement by creating a concept that seamlessly fit within larger global branding strategy.
- Aligned brand aesthetics with strategic positioning, reinforcing brand values through visual storytelling.
- Developed a comprehensive brand design language, ensuring visual consistency and recognizability across all touchpoints.

Education

MSc. Industrial Design Engineering (specialization Human Technology Relations)

University of Twente.
Enschede, The Netherlands.

Feb. 2022 - July 2024

B.E. Mechanical Engineering

Savitribai Phule Pune University
Pune, India.

June. 2015 - Dec. 2020