

## Summary Hello! I'm Sudeepti

I'm a multidisciplinary design leader and award-winning art director with 12+ years of experience shaping globally loved brands through storytelling, design systems, and creative direction across digital, print, packaging, and experiential platforms. My work lives at the intersection of strategy and emotion—where clarity meets craft, and brand stories resonate across cultures and channels.

I've led impactful campaigns for brands like Nike, Google, Amazon, and Uniqlo, bringing complex creative visions to life across markets in the US, Australia, and India. Whether building story-led brand identities, designing scalable visual systems, or launching retail experiences, I combine strategic thinking with expressive execution.

Comfortable working independently or within cross-functional teams, I've led projects end-to-end—mentoring designers, collaborating with stakeholders, and presenting to executive teams. Most recently, I've been running Small Comforts, my own sustainable jewellery brand, while continuing to consult across lifestyle, publishing, and consumer goods. My work has also been showcased at Art Basel, Miami.

I'm passionate about design that is emotionally resonant, user-centered, and culturally attuned—and I thrive in spaces where craft, inclusivity, and storytelling come together to build enduring brand experiences.

## Experience My Roles & Learnings

### EverestEngineering / Senior Brand Design Consultant

January 2020 - Present, Bengaluru

- Lead the creation and reimagination of brand identity systems and visual communication graphics for early-stage startups and established brands across Tech, HR, Mental Health, Retail, and AI sectors.
- Direct end-to-end brand design—from strategy and concept to execution—crafting visual identities, typography systems, packaging, digital assets, and marketing collateral.
- Provide art direction across photo shoots, motion graphics, social campaigns, and web experiences to ensure consistent and compelling storytelling.
- Facilitate brand discovery workshops to align stakeholder vision, identify brand values, and co-create strategic foundations.
- Collaborate cross-functionally with product, marketing, content, and leadership teams to ensure cohesive execution across all touchpoints.
- Manage stakeholder relationships, presenting creative strategy and design solutions to founders, executive teams, and cross-disciplinary partners.
- Spearhead team rituals and design critiques, mentor junior designers, and foster a culture of feedback and creative excellence.
- Strengthen leadership capabilities through public speaking, workshop facilitation, strategic planning, and conflict resolution within dynamic team environments.

### Miss Tucker Makes / Founder & Art Director

January 2017 - Present, Bengaluru

- Apple** – Invited to host a live illustration workshop for 100+ participants as part of Today at Apple, blending education with live creative engagement.
- Google** – Commissioned to create an exclusive illustrated wallpaper series for Android, celebrating individuality and global diversity.
- Nike** – Designed and launched a capsule of 20 custom apparel graphics through Nike by You, merging brand storytelling with wearable art.
- Uniqlo** – Collaborated with the UT Me! India Art Project to release two original t-shirt designs combining culture and craft.
- Amazon Prime Video** – Led the creative vision and execution of the One Mic Season 2 launch, delivering a nationwide print and OOH campaign.
- Developed expressive brand communication assets including design systems, illustrations, iconography, and design elements for websites, social media, presentation decks, packaging, book covers, murals, and signage systems.
- Worked across sectors such as publishing, entertainment, fashion, tech, and education—delivering emotionally resonant, strategically grounded visual design.

## Sudeepti Tucker

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Bengaluru, India

• Art Direction • Brand Strategy • Branding & Identity  
• Workshop Facilitation • Illustration • Cross-Functional Leadership • Team Mentoring & Stakeholder Communication

## Skill Set

Creativity	■■■■■■■■■■
Problem Solving	■■■■■■■■■■
Workshop Management	■■■■■■■■■■
Data Visualisation	■■■■■■■■■■
Branding & Identity	■■■■■■■■■■
Brand Strategy	■■■■■■■■■■
Typography	■■■■■■■■■■
Iconography	■■■■■■■■■■
Illustration	■■■■■■■■■■
Print Design	■■■■■■■■■■
Packaging Design	■■■■■■■■■■
Web Design	■■■■■■■■■■
Adobe Creative Suite	■■■■■■■■■■
Procreate	■■■■■■■■■■
Procreate Dreams	■■■■■■■■■■
Figma	■■■■■■■■■■

## Awards & Exhibitions

- Today at Apple | Bengaluru, 2023  
Adobe Design Shots | Bengaluru 2022  
Adobe Make It Workshop | Bengaluru 2021  
Art Basel | Miami, 2019  
Tao Art Gallery | Mumbai, 2019  
Normal Aliens Art Fair | Bengaluru, 2018  
Gaysi Zine Bazaar | Mumbai 2017 and 2018  
Open House | Bangalore, 2017  
Kyoorius Creative Awards | Goa 2014

## Education

- School of Visual Arts  
Illustration Residency  
June 2017 - July 2017, New York, USA  
  
National Institute of Design  
Bachelor of Design - Graphic Design  
June 2010 - June 2014, Ahmedabad, India