

# RENUKA S KULKARNI

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Bangalore, Karnataka

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## CREATIVE DIRECTOR

Designer and storyteller with 13+ years across branding, advertising, and impact communication. I'm now focused on using design to solve for climate change—through strategy, storytelling, and systems thinking. I've collaborated with organisations working on urban mobility, water restoration, sustainability, and public awareness. Looking to build with people and projects that care about the planet and design for it, too.

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## PROFESSIONAL EXPERIENCE

### INDEPENDENT CONSULTANT

July 2019 - Present

#### Creative Director - Design

- I work on design, storytelling, and strategy for teams solving climate, sustainability, and public impact challenges.
- Projects include lake restoration with BlueDot, clean mobility with DULT, and brand/storytelling work with WRI, Godrej, Urban Morph, Ecotact, OoruLabs, KLE, KIA and Figure & Plot.

### RIO MONEY

OCTOBER 2024 - FEBRUARY 2025

#### Brand & Product Designer

- Building the brand from 0 to 1, establishing identity and value proposition.
- Designing and developing the app's UI for a seamless, user-friendly experience.
- Implementing operational processes to enhance efficiency and productivity.
- Develop and execute marketing strategies to drive brand awareness and user engagement.

### UNACADEMY

FEBRUARY 2024 - SEPTEMBER 2024

#### Design Manager

- Lead the design team to conceptualize and execute a wide range of marketing materials, campaigns, and event collateral.
- Spearheaded high-profile campaigns such as *Unacademy - The Power Behind You*, *Aarambh 2024*, *Manzil 2024*, *Phoenix 2.0 2024*, and *Baithak*.
- Enhanced brand visibility and contributed to significant revenue growth through strategic design initiatives.

### SCHBANG

JUNE 2021 - JULY 2022

#### Design Head

- Established and led a new design team at the Bangalore branch, *mentoring 75 designers* across various levels, including Art Directors and Graphic Designers.
- Oversaw pitch development and campaign execution for key clients such as *Mia by Tanishq*, *Paytm*, *Livspace*, and *Budweiser*.
- Directed creative projects for TVCs and integrated campaigns, working with brands like *Xiaomi*, *Coinswitch*, and *Dominos*.

**BONOMI**  
**Creative Director**

**MARCH 2021 - AUGUST 2021**

- Directed the brand development from inception, including branding, packaging, and digital presence.
- Crafted and implemented social media strategies and B2C marketing plans, including collaborations with Swiggy Instamart and pop-up stores.

**DDB MUDRA**  
**Group Head Art**

**NOVEMBER 2020 - MAY 2021**

- Managed 360-degree communication strategies, guiding projects from ideation through execution across digital and traditional media.
- Delivered impactful campaigns for Brands - *RC Whiskey, Virat for RCB, POCO M3 Phone, Van Heusen, Peter England, Mylan*

**STUDIO IKIGAI**  
**Consultant**

**NOVEMBER 2019 - PRESENT**

- Partner with sustainable and innovative brands for illustration, branding, and 360-degree communication strategies.
- Designed print collateral and product designs, including contributions to healthtech startups and local businesses.

**DENTSU WEBCHUTNEY**  
**Art Director**

**AUGUST 2018 - SEPTEMBER 2019**

- Led challenging projects and 360-degree communication strategies, including award-winning campaigns.
- Managed social media content creation, ideation, and execution for major brands such as - *Swiggy, Uber, We Work, Google Pay, Flipkart, Airtel, Forever 21, Britannia, IKEA, Max Fashion and MIVI.*
- *AWARDS - Cannes Lion Award- 1 Silver and 2 Bronze - Swiggy Voice of Hunger (direct, social, influencer and mobile ) Cannes Lion Award - 2 Bronze - Flipkart : Big Billion Day sale 2018, Hagggle Bot technology (Brand Activation and Creative E-Commerce) Spikes Asia 2019 - Agency of the year, Grand Prix (Creative e-commerce) Goafest 2019 - Uber - Lower The Window - PR (Gold), CSR (Silver), Campaign led by PR (Bronze) Goafest 2019 - Uber - Jersey knows no gender - Use of Social Media (Bronze), Campaign led by PR (Bronze) Black Elephant - Flipkart Big Billion Day Sale - Hagggle Bot Blue Elephant*

**STIRRED CREATIVE**  
**Junior Art Director**

**AUGUST 2017 - JULY 2018**

- Developed print and digital communication strategies and managed social media content creation for clients like JBL and CGH Hotels.
- Contributed to award-winning campaigns, enhancing brand visibility and engagement.

**BRAVE NEW WORLD**  
**Senior Designer**

**OCTOBER 2016 - JULY 2017**

- Managed client pitches and executed comprehensive social media content strategies.
- *Brands - Reliance Trends, Roadster, Smartron, Freshmenu, Wildcraft, Assetz, KPMG*
- *AWARDS - AME Gold Award - Roadster, Myntra (The Heart of The Highway - The world's First Talking Store) AME Silver Award - Use of Media - Social Media*

**GROK COMMUNICATION****JANUARY 2016 - SEPTEMBER 2017****Visualiser**

- Developed branding and communication strategies for a diverse range of clients, including *IBM, Netgear, Medikoe, Virginia Malls, Restolex, Ezi-Dine, Jigsaw Academy, and Wipro.*
- Oversaw social media design and content creation, enhancing digital engagement.

**PIXEL MAVERICKS****JANUARY 2015 - JANUARY 2016****Visualiser**

- Designed magazine layouts and digital publications for *SPH (Singapore Press Holdings Magazines) - Cleo, Female, Home Decor, HWM, Young Parents, Shape and NUYOU.*
- Contributed to client pitches and e-magazine design projects.

**I-VISTA WEB SOLUTIONS****SEPTEMBER 2014 - NOVEMBER 2014****Design Intern**

- Assisted in creating social media posts, emailers, and blog content for clients including *Spicejet Airlines and Oberoi Hotels.*

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**EDUCATION****BANGALORE UNIVERSITY**

Bachelor of Arts (BA) in Public Relations, Advertising, and Applied Communication  
Bangalore University, Bangalore, India

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**SKILLS**

- Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Lightroom)
- FIGMA
- Procreate
- Cinema 4D (beginner level)
- Art Direction, Cinematography, Motion Graphics

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**PROFESSIONAL LINKS****LINKEDIN**

[Renuka S. Kulkarni](#)

**WEBSITE**

[renukaskulkarni.com](#)

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References are available on request.