



Hello, I'm Zai Thakoor, a Visual designer from Mumbai, that creates thought-out narratives for brands that can speak and can be spoken to. I've worked with products to services that require brand-research and strategy with outputs ranging from Identity systems, Packaging design & Art direction.

www.zaithakoor.com    zai.thakoor@gmail.com    +091 9819572035

## Work Experience

### Anomaly Brands

Brand Designer ( July 2020 - Present )

- Designed and developed various Identity systems, Product experiences and packaging for brands in the food / beverage space, food tech, skincare, ed tech and venture capital firms.
- Conducted strategic workshops and integrated learnings to develop brand narratives and concepts.
- Collaborated and directed Architects, Retail Design firms, Photographers and Motion Designers towards a linear yet broader vision for a brand.

### LeTs Foundation

Freelance Graphic designer ( Feb 2021 - July 2021)

Designed a website for an initiative that collaborates with schools in remote areas in an attempt to teach children, English. A compilation of bound books, animated videos, interactive apps derived from the stories by these children, the LeTS website is a showcase for schools in urban settings, educators, workshop facilitators, design professionals and potential investors

### Bombay Design Centre

Visual Design Intern (January 2020 - May 2020)

Product Development and Packaging Design for the second edition of the 'The Modern History Project' that encapsulates the major timestamps of the Indus Valley Civilization with respect to the linguistics present at that time.

### G.A.S Mumbai

Graphic Design Intern (May 2019 - July 2019)

Worked on various projects ranging from in-store interactive displays for the De Beers group and setting a visual strategy for a restaurant's online presence in Mumbai. Worked on some Identity design and Planning project for a marathon.

### Tata Centre for Technology and Design (IIT Bombay)

Illustrator (June 2017 - March 2018)

Was associated as an illustrator on a project titled 'Hindi Shabdmitra- A Digital Aid for Language Learning and Teaching'. Over the course of 9 months, we conceptualized, illustrated and tested visuals that could teach children from ages 4-8 about nouns, verbs, and proverbs in Hindi.

### 21n78e

Graphic Design Intern (June 2018 - July 2018)

Worked on a website design for Dr. Otekar's. Digital creatives and marketing collaterals for brands like Sahyadri farms, EPPS, Fun Foods.

## Education

2016 - 2020

MIT Institute of Design  
(Graphic Design)

2014 - 2016

St. Xavier's College, Mumbai  
(Humanities)

2001 - 2014

D.A.V Public School, Airoli

## Languages

English

Hindi

Marathi

## Short Projects

TedX MITID

Identity Design

'One More' Vodka

Identity Design

Space Stories

Identity Design

Scriblr

Cover designs,  
social media posts

The Wellness Shots

Book Illustrations  
& Layouting

## Interests

Strategic branding  
Identity Design  
User Research and Experience  
Service Design  
Publication Design  
Art Direction  
Conceptualization  
Photography

## Software Skills

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe XD  
Adobe Dimension  
Adobe After Effects