

Zai Thakoor

Hello, I'm Zai Thakoor, a visual designer who creates narratives for brands that can think, speak, and be spoken to. Based in Mumbai, India, I have been working with products and services that require research, to create outputs ranging from brand strategy, identity systems, packaging design & art direction. My work stems from various cultural influences that delve into meaningful narratives out of the visual fodder around me.

🔗 Project Shorts

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Work Experience

Anomaly Brands

Brand Designer

(July 2020 - Present)

Anomaly Brands is a brand/business strategy + design studio that works with F&B, FMCG, Retail, Healthcare & Education ventures to counter business challenges and trigger thought with design

Creating an Identity system for Asia's largest Microbrewery

- Creating thorough competitor audits to assess the craft beer market in India
- Re-branding the existing ethos of **Ironhill** with the target users and the client
- Conceptualizing a brand language for a **built-to-scale** business model
- Working on product development and re-naming of their **in-house brews**
- Coordinated with retail space designers, to extend the language onto a **3 acre space**

Category Branding for Indian legacy-led brands in the F&B space

- Enhanced the status of Indian sweets and snacks with **innovative packaging experiences** for brands in 4-decade old business houses like **Anand Sweets and Savouries, Smoor Couverture Chocolates and Almond House**.
- Created **product categories** as part of periodic development services in response to consumer consumption trends
- Dabbled with print + production methods to add to the tactile experience of the brand
- **Art-directed** and styled shoots for exclusive product collections
- Worked extensively in tandem with web design teams to extend **Almond House's** retail experience onto a **digital** platform.

Womxn's Mobility Project

Design Lead

(May 2022 - Present)

Womxn's Mobility Project is a project that **amplifies stories, issues, anecdotes, histories and realities of non-binary, trans and womxn's mobility in and claim to Indian public spaces. Urban and Online.** Joined them as a design lead to help develop a unique identity that could be put out to the world. We recently convened groups of voices to surface stories of collective resistance in online and offline spaces through reflections, narratives, and conversations centering values of sharing, and collective care - all documented as a zine at the Indie Comix Fest, New Dehi, 2022.

LeTs Foundation

Freelance Graphic Designer

(Feb 2021 - July 2021)

This not-for-profit initiative is disseminating a learning model, developed at IIT Bombay. The venture collaborates with schools and communities in remote, rural regions, in an attempt to share an alternative approach to learning through content that children create collaboratively.

I worked on the website design for this initiative - it was a compilation of bound books, animated videos, and interactive app stories derived from narratives that children from remote contexts had created. The website is a showcase for schools in urban and rural settings, educators, workshop facilitators, design professionals, potential donors and stakeholders.

Bombay Design Centre

Visual Design Intern

(January 2020 - May 2020)

Modern History Project

This initiative by Bombay Design Centre is about a journey to create objects and experiences that connect people to artefacts, traditions and tales from the past.

My thesis project involved the design and development of a game, and packaging it for the second edition of the project. It encapsulates the major timestamps of the Indus Valley Civilization with respect to linguistics prevalent then.

G.A.S Mumbai

Graphic Design Intern

(May 2019 - July 2019)

In-store Interactive Display

I helped develop a tangible experience that could describe the ethical initiatives undertaken by the DeBeers Group, the mining company. The work showcases the journey of a diamond from ore to its final form.

Tata Centre for Technology and Design (IIT Bombay)

Illustrator

(June 2017 - March 2018)

Associated as an illustrator on an education project '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 (4-8 years) grammar concepts in the Hindi language.

Academic Background

MIT Institute of Design, Pune (2016 - 2020)

Bachelor's in Design (Communication Design)

St. Xavier's College, Mumbai (2014 - 2016)

Higher Secondary Certificate in Humanities (12th Grade)

Projects

Threshold (Identity Design)

Brand identity for an Endurance-Sports Nutrition brand based in Belgium

Mirror (Platform Design)

Designing a community-driven platform for Women's midlife care

Ri8 Brain (Identity Design)

A platform for children and young adults to learn about animation and motion design

Tedx MITID (Theme Design)

Leading the design team to conceptualize and create a theme for a Tedx event in college

Project MAD (Murals and Doodles)

Collaborating with the District AIDS Society to recognise the space as a civic body bringing about AIDS awareness to the general public.

Ascendo (Identity Design)

A digital fund + start up lab focussing on growth investments with an emphasis on deep technology

Cakewala (Identity + Packaging)

A local cakeshop situated at the intersection of community, comfort and celebration.

Interests

Brand Strategy
Identity Design
User Research
Service Design
Publication Design
Art Direction
Conceptualization
Photography

Software Skills

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