

Zai Thakoor

Brand + Visual designer with 5 years of experience building identities, visual systems, and experience design. Adept at translating complex narratives to developing scalable design systems, and leading projects from concept to execution

Brooklyn, NY

www.zaithakoor.com | [Lunch Special](#)

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WORK EXPERIENCE

Lunch Special

New York, USA

Co-founder

May 2024 - Present

- Spearhead brand identity and experience design projects, crafting strategic visual systems for emerging businesses.
- Developed the brand identity and website for 11fold, a thought leadership studio specializing in change management.
- Partnered with not-for-profits to create accessible design solutions that help high school students interpret mental health information.

Anomaly Brands

Bengaluru, India

Brand Designer

July 2020 - July 2023

- Led brand identity development for a diverse client base, enhancing digital presence and business growth.
- Conducted competitor research, brand audits, and art-directed packaging and retail experiences for Asia's largest microbrewery.
- Designed packaging systems and explored tactile experiences for Anand Sweets & Savouries, Smoor Couverture Chocolates, and Almond House.
- Collaborated with UX teams to improve Almond House's online experience, increasing brand engagement.

Womxn's Mobility Project

India - Remote

Design Lead

May 2022 - July 2024

Defined and developed a cohesive visual identity for a digital platform amplifying stories on women's mobility and public space accessibility in India.

Learn Through Stories Foundation

India - Remote

Web Designer

February 2021 - July 2021

- Experimented with designing and developing a website for this non-profit focused on alternative education.
- Streamlined web design that could display books and interactive media, compile children's narratives from remote contexts, and prioritize communication with donors and educators.

Bombay Design Center

Mumbai, India

Visual Design Intern

(January 2020 - May 2020)

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

G.A.S Mumbai

Mumbai, India

Design Intern

May 2019 - July 2019

In-store Interactive Display - I helped define a tangible experience that communicates the initiatives undertaken by an ethical mining company. The work displays the journey of a diamond from ore to its final form.

EDUCATION

School of Visual Arts, New York, USA

MFA Products of Design

(2023 - 2025)

MIT Institute of Design, Pune, India

B.Des Graphic Design

(2016 - 2020)

RECOGNITION

- **Good Interventions - Parsons School of Design** for Veu-Viewing the World in Partial Color
- **Finalist in the Rotman Design Challenge, Toronto, 2024**
- **SVA's Alumni Scholarship Award 2025**
- **SVA's Branding Assistantship:** Designed for program-led initiatives and events

COMMISSIONS

(2022-2023)

Publication Designer

Designed a report 'Understanding and Enhancing Transdisciplinary Climate and Health Collaboration in the Asia-Pacific' for [Quicksand](#) & [Wellcome](#)

Lead Facilitator

Conducted the Participatory Workshop in Bengaluru, India, for social entrepreneurs for [The Circle India](#), commissioned by [verynice.co](#).

Design Consultant

Executed brand-building and identity design strategies for consumer-facing **Health and Wellness brands**

TOOLS

Brand Building / Strategy, Design Research, Rapid Prototyping, Identity Systems, Service Design, Experience Design, UI /UX, Packaging, Art Direction, **Figma, Adobe Suite, Google Workspace, Slack**