

NINAD SREE

BRAND & MARKETING LEAD DESIGNER

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LinkedIn / Bangalore, India · open to remote

PORTFOLIO ▶ ninad.app



PROFILE

Brand and marketing lead designer with 10 years across India, Malaysia and US-facing teams. For the last 3.5 years I've led marketing design at Anatta, an enterprise Shopify agency behind brands like AG1, Dollar Shave Club and Vuori. I build brand systems that web, ads, sales and events can all work from, and lead small design teams.

EXPERIENCE

Anatta

APR 2023 – PRESENT

Brand & Marketing Lead Designer · remote, US team (Austin, TX)

- Lead all marketing design: website, brand guidelines, paid social, events, reports and sales decks, usually turned around within a day.
- Ran ads as tests. Creative with real people beat text-only ads, so the system moved toward human, proof-led work.
- Built a launch-post system for client go-lives and turned case studies into proof-led ads.
- Designed a 22-page benchmark report with Recharge, a 41-page Shopify toolkit and the 2026 capabilities deck.

ZestMoney

NOV 2021 – APR 2023

Senior Designer · Bengaluru

- Design lead on the 52-page BNPL Report 2022: set the page system and managed two designers.
- Shaped the fintech's public voice across social, contests and sales decks.

LeadSquared

OCT 2019 – NOV 2021

Senior Designer · Bengaluru

- Ebooks, case-study two-pagers and sales comics for the North American sales team.
- Proposed a full logo redesign, presented to the whole company at the all-hands.

Noughtlabs

FEB 2020 – JUL 2020

Senior Designer (contract) · Malaysia

- Designed sitEX's 2022 annual report in German and Thanaa Albenaa Group's company book for Saudi Arabia.

Onco.com

OCT 2018 – OCT 2019

Creative Specialist · Bengaluru

- Created Talk Your Heart Out with a copywriter: a meetup campaign for cancer fighters that ran in cities across India and moved online during Covid.

Graffiti Collaborative

JUN 2017 – SEP 2018

Visual Designer · India

- Branding, social and campaigns for agency clients, including Capital Float's internal brand and the Wilderfest identity.

MAWS

AUG 2016 – NOV 2016

Designer / Copywriter · Malaysia

- Designed and wrote for client campaigns, my first job out of design school.

WHAT I DO

Brand identity

Design systems

Campaigns

Paid social

Reports & decks

Web & landing

Art direction

Copywriting

AI-assisted workflows

MANAGER SAYS

"His execution is strong, clean, and his delivery is consistent and reliable."

"Ninad has made great strides in 'taking the lead' for design projects."

Jonathan Belliveau, Director of Revenue & Marketing, Anatta

5/5 on communication, job knowledge and core values in every review since Dec 2024

NOW

Open to brand or design lead roles, in-house or agency, remote or in Bangalore.

Used to working across time zones with US teams.

EDUCATION

Bachelor of Professional Design

Limkokwing University of Creative Technology, Malaysia · 2012 – 2016

IGCSE

Alnoor International School, Bahrain

HOW I WORK

AI gets me to the first 80% fast. The last 20%, what to push, what to cut, when something feels off, still needs a human. That's the part I'm here for.

SELECTED PROJECTS

Lugiámi

Esports identity for women · contract via Noughtlabs

- Identity, guidelines, jersey, Founder's Edition bundle and pitch decks for an org of 48 talents with 2.5M combined followers.

2021

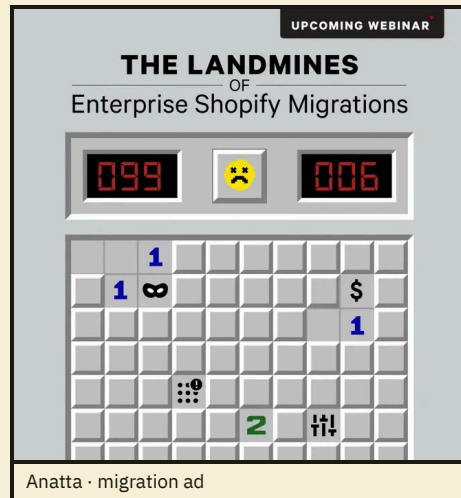
Capital Float

Internal brand system · via Graffiti Collaborative

- One mark carried the whole internal brand: values, patterns, IDs, stationery and eight HR templates.

2017 – 2018

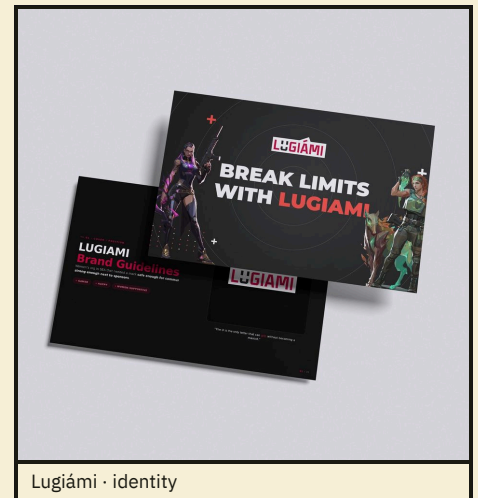
FROM THE TOWER



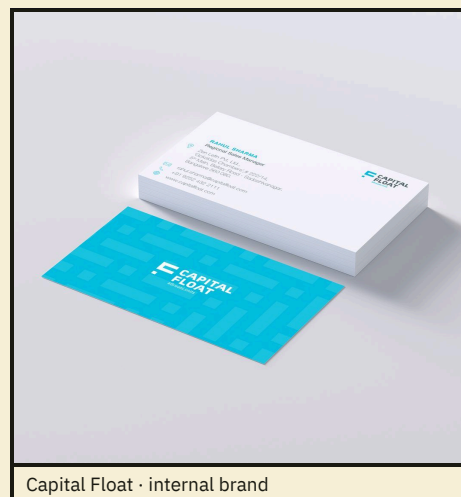
Anatta · migration ad



ZestMoney · BNPL Report



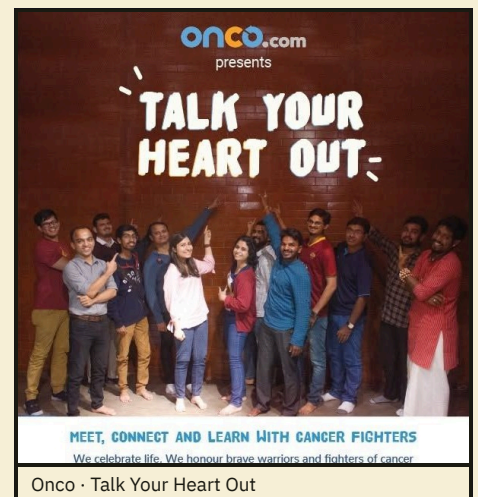
Lugiámi · identity



Capital Float · internal brand



Wilderfest · identity



Onco · Talk Your Heart Out

OFF THE CLOCK

Table tennis, fishing, doodling and Valorant.

BRING THE BRIEF.
I'LL BRING THE FILES.

CONTINUE?

- SAY HEY
- SEE THE WORK
- CALL

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NINAD

Out here fishing for a lead.
You look like a good catch.