

Nithin Manjunathappa

Brand & Visual Designer — identity · systems · packaging · environments · web

Brand builder with **10+ years** turning strategy into brand systems for companies whose customers notice the difference. I set the standard, build the living identity — and still design the asset.

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FOCUS

- Brand identity systems
- Packaging architecture
- Art direction
- Environmental / events
- Web & landing pages
- Print
- Creative direction
- Go-to-market

TOOLS

Adobe Creative Suite — expert
Figma — comfortable
Webflow — building fluency
Keynote / decks

IMPACT

₹150 Cr+
brand systemized end to end

2,500+
SKUs on one living system

5
brand identities built from zero

10+ yrs
brand & product design

EDUCATION

B.Des, Fashion & Brand Design
National Institute of Fashion
Technology (NIFT), Bengaluru
2013 — 2017

SELECTED BRANDS

Essdee · Essdee Junior · 92
Activewear · NILVA · Hamic —
identity, packaging & environments
shipped through my studio, **How
Iconic** (howiconic.com).

SELECTED EXPERIENCE

- Essdee Group

FEB 2023 — PRESENT

Head of Brand & Product Development

 - Rebuilt the **identity, packaging architecture and retail language** for a **₹150 Cr+** apparel group spanning 250+ styles and 2,500+ SKUs.
 - Built the **living system** — nomenclature, seasonal calendar, packaging and template kits — that keeps brand quality consistent at scale, not a static brand guide.
 - Led a multidisciplinary team of 8 across design, graphics, sampling and marketing; set the creative bar and still shipped the work myself.
 - Directed campaigns, catalogues, retail and **environmental / event** touchpoints, incl. an international expo in Almaty.
- 92 Activewear

2019 — PRESENT

Founder & Creative / Brand Lead

 - Built a brand **from zero**: vision, identity, packaging, campaign, content and go-to-market. Grew to **₹2 Cr+** with a 15-person team.
 - Created integrated brand experiences across product, packaging, campaign and **digital / web**; sourced across Taiwan, China and India.
- Page Industries Ltd

MAY 2022 — JAN 2023

Graphic Manager — ATH & Sport

 - Led graphic direction across seasonal collections; **production-ready design** within large-scale calendars and approval workflows.
- Earlier

2015 — 2022

T-Base — Fashion Design Manager · Blaze / Rigs & Rags — Senior Designer & R&D · Galleri5 — Design Intern.

Built a foundation in product, material and category design across apparel.

A note on this application: I designed a **full portfolio microsite and a bespoke campaign concept for DualEntry** — the CFO Table — before being asked. See it at the link in my note.