Nandu Prasad

AI-Driven Graphic & Brand Designer

Generative AI Visuals · AI Video Ads · Packaging · Brand Identity · E-commerce Creatives

Bengaluru | +91 79078 63593 | designwithnanduprasad@gmail.com | nanduprasad.in | behance.net/nanduprasad1

PROFESSIONAL SUMMARY

AI-driven graphic and brand designer with 3+ years of experience combining classic design craft with generative AI to produce packaging, brand identities, and e-commerce visuals. At True North International, leads design for three D2C brands (KILIG, NEV, RYKEN), designed both brand websites (mykilig.com and ryken.in) and all KILIG and NEV listing images, and has built an AI-first creative workflow using Higgsfield AI, GPT Image 2.0, and Seedance 2.0 to create product imagery and ad videos at scale. Skilled in prompt writing, AI video direction, and refining AI output to print and brand standards. Brings 5 years of team leadership experience, including managing a 25-person team, plus a background in digital marketing.

CORE SKILLS

- **Generative AI & Automation:** AI Image Generation, AI Video Generation, Prompt Engineering, AI Product Photography, AI Ad Creatives (UGC, Unboxing, Product Review styles), Multi-Shot AI Video Direction, AI Upscaling and Background Removal, AI Creative Workflow Design, AI Output Retouching and Brand QC
- **Brand & Print:** Brand Identity Design, Logo Design, Brand Guidelines, Packaging Design, Print Production, Typography, Layout Design
- **E-commerce & Digital:** Marketplace Listing Visuals, Quick-Commerce Creatives, Shopify Store Design, Product Page Design, Social Media Creatives, Performance Ad Creatives
- **UI/UX & Web:** Web Design, UI Design, Wireframing, Prototyping
- **Marketing & Leadership:** Digital Marketing Campaigns, Social Media Strategy, Team Leadership, Stakeholder Communication

PROFESSIONAL EXPERIENCE

Graphic Designer & Brand Strategist

Feb 2025 – Present

True North International Pvt Ltd (TNIPL) | Bengaluru

- Lead brand design for three consumer brands (KILIG, NEV and RYKEN) across packaging, print, website and marketplace channels.
- Designed both brand websites end to end on Shopify: KILIG (mykilig.com) and RYKEN (ryken.in), including homepage, collection and product pages.
- Designed every product listing image for KILIG and NEV across online marketplaces and quick-commerce platforms.
- Built an AI-first creative workflow using Higgsfield AI, GPT Image 2.0 and Seedance 2.0 to produce product imagery, lifestyle visuals and ad videos without depending on full photo or video shoots.
- Write structured prompts and shot lists to generate on-brand AI images and multi-shot videos, then finish them in Photoshop and Illustrator for listings, packaging and ads.
- Produce AI-generated UGC-style, unboxing and product-review video ads for social media and performance campaigns.
- Use Claude as an AI assistant for copywriting, content planning and Shopify store updates, speeding up website and listing changes.
- Design packaging and print-ready artwork, then manage print production with vendors through to final output.

Digital Marketing Lead

Apr 2024 – Oct 2024

Enniviz Labs | Chennai

- Planned, ran and optimized digital marketing campaigns to grow brand reach and online presence.
- Led social media content planning and set the creative direction for campaign assets.
- Tracked campaign performance and improved creatives and targeting based on the results.

Graphic Designer

Jul 2023 – Mar 2024

Motif Design Co | Bengaluru

- Designed brand identities for client businesses, including logos, color palettes and visual guidelines.
- Produced social media and print creatives that followed each client's brand system.

Freelance Graphic Designer

Dec 2022 – Jun 2023

3Dot Corp | Chennai

- Designed social media creatives and web page layouts for an NFT marketplace.
- Kept a consistent visual style across the brand's digital channels during its launch phase.

Team Leader

Dec 2017 – Nov 2022

Autosense Pvt Ltd | Chennai

- Led a 25-member call center team, managing daily performance, scheduling and quality targets.
- Trained and coached new team members, and handled escalations with clients and senior management.

EDUCATION

C-Tech in Web & UI/UX Design | Image Creative Education, Chennai (Annamalai University) 2023

Higher Diploma in Visual Media | Image Creative Education, Calicut (Annamalai University) 2015 – 2017

TOOLS

AI Tools: Higgsfield AI (incl. Marketing Studio), GPT Image 2.0, Seedance 2.0, Claude, ChatGPT

Design Tools: Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe Creative Suite, Figma, Canva

Platforms: Shopify, Microsoft Office