

# SAKTHI SHRI A.K.

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London, United Kingdom · Available from September 2026 · Post-Study Work visa – no employer sponsorship required · Right to work in the UK

## PROFILE

MA Graphic Design candidate at the University for the Creative Arts (UCA), graduating September 2026, with a genuine passion for film and a practice built on concept-led visual brand identity, campaign design, and cross-disciplinary creative work across print, digital, and video. Final MA project: the Glasgow Living Identity System – is a generative, rule-based visual identity system that maintains structural brand consistency while responding dynamically to time-of-day and environmental data. Six months of agency experience at OPN Advertising, where I produced cross-functional creative work from brief to final delivery. Portfolio review participant at Creative Lives in Progress (2026), receiving feedback from Stocks Taylor Benson, Anatomy, and the Government Digital Service. Seeking a permanent junior designer role in London from September 2026.

## EXPERIENCE

### Graphic Designer — OPN Advertising Agency

Feb – Aug 2025

Chennai, India

- Produced branding materials, campaign posters, and digital advertising assets across print, digital, and video formats for corporate and cultural clients
- Collaborated with senior designers and account teams in a fast-paced environment to deliver creative solutions from brief to final artwork under agency deadlines
- Maintained brand consistency and adapted campaign concepts across multiple media formats and client brand guidelines
- Developed conceptual and executional design solutions within a cross-functional creative team environment

### President — Media & Production Team — Loyola College

2024 – 2025

Chennai, India

- Led a cross-functional student creative team across videography, photography, and graphic design for cultural and academic events with audiences of 500+
- Directed visual brand identity, event communications, and media coverage across print and digital channels
- Managed project delivery from brainstorming and concept development through to final publication across multiple concurrent projects

### Graphic Designer — Freelance

2022 – 2025

- Delivered brand identities, campaign posters, event collateral, and visual communications for clients across film, fashion, and cultural sectors
- Managed client relationships end-to-end from initial concept development sessions through to production-ready artwork across print and digital

### Retail Assistant (temporary) — Sainsbury's, M&S Food & Waitrose, Farnham

Nov 2025 – Jun 2026

UK-based customer service roles taken during MA studies. Developed communication and teamwork skills in a fast-paced environment.

## SKILLS

**Design** Brand Identity · Visual Brand Identity · Campaign Design · Typography · Visual Systems · Editorial Design · Art Direction · Motion Graphics · Print · Digital · Video

**Software** Adobe Illustrator · Adobe InDesign · Adobe Photoshop · Adobe After Effects · Adobe Premiere Pro · DaVinci Resolve · Figma · p5.js · Three.js · GSAP

**Expertise** Brand Consistency · Concept Development · Cross-functional Collaboration · Brainstorming · Parametric Typography · Urban Spatial Analysis · Primary Fieldwork

**Languages** English (fluent) · Tamil (native)

## **E D U C A T I O N**

MA Graphic Design (in progress)

2025 – 2026

University for the Creative Arts (UCA), Farnham

Final project: Glasgow Living Identity System generative visual brand identity built on Lynchian urban mapping and parametric typography.

BSc Visual Communication

2022 – 2025

Loyola College (Madras University), Chennai

President, Media & Production Team. Coursework in graphic design, typography, photography, videography, and editorial design. Key art and publicity design for Tamil film and entertainment sector. Attended Goafest 2025 (Goa Fresh initiative) Asia's largest advertising festival.