

KRUSHNA PALWE

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Senior Visual Designer · Creative Technologist · Brand Identity · Creative Strategy

PROFESSIONAL SUMMARY

Senior Visual Designer and Creative Technologist with 6 years in brand identity, packaging, and digital design. Started in production graphics for an edtech app and YouTube content, then moved into packaging and brand work at CITTA (Lexicon Lifestyle). Now Senior Visual Designer at Datamotive, where I ran the full rebrand and work across web, marketing, and sales materials. Comfortable building in HTML and CSS, not just designing in Figma.

CORE COMPETENCIES

Brand Identity · Packaging Design · Visual Design · Design Systems · Motion Graphics · Marketing Collateral · Social Media Design · UX/UI Design · Web Design · HTML/CSS · Creative Strategy

PROFESSIONAL EXPERIENCE

Datamotive | Senior Visual Designer / Creative Strategy | Jun 2025 – Present | Pune, India (Hybrid)

B2B enterprise SaaS. Agentless disaster recovery and cloud migration.

- Led the rebrand for Datamotive: new visual identity, design token system, component guidelines, and brand documentation applied across web, marketing, and sales
- Audited datamotive.io for UX issues (mobile nav, hero carousel, CTA placement) and redesigned key pages in Figma and HTML/CSS
- Built and maintained the brand system across the website, sales decks, competitive materials, and social channels
- Found errors in the TCO comparison Excel models (Datamotive vs Azure Site Recovery and AWS Elastic DR) that were affecting pricing outputs in competitive sales conversations
- Wrote the competitive analysis document for Datamotive vs InfoScale (Arctera), used in sales calls
- Use Claude and other AI tools as part of the design workflow for copywriting, brief expansion, and faster iteration

CITTA (Lexicon Lifestyle, A Lexicon Group Enterprise) | Sr. Graphic Designer | Dec 2023 – Apr 2025 | Pune, India

- Designed packaging for CITTA's skincare product line: label layout, type hierarchy, material finish specs, and print-ready files
- Produced marketing collateral and campaign visuals for product launches
- Created social media graphics and brand assets for retail and digital channels

AffinityX | Graphic Designer | Jan 2023 – Oct 2023 | Pune, India

- Designed marketing collateral — brochures, posters, social graphics — for client accounts in retail, hospitality, and local services
- Worked in an outsourced creative production setup, handling multiple short-deadline briefs daily across different brand styles

DEVSNEST | Media Manager | Dec 2021 – May 2022 | Bangalore

- Made motion graphics and edited videos for DEVSNEST's YouTube channel
- Designed social media graphics for the brand's Instagram and YouTube

IsEqualTo Learning Systems Pvt. Ltd. | Graphic Designer | Feb 2019 – Apr 2021 | Mumbai

- Designed in-app graphics including puzzles, diagrams, quizzes, and UI elements
- Built a vector asset library of over 10,000 graphics used across the design team
- Created character avatars and illustrations for the app
- Designed social media graphics for the brand

SELECTED PROJECTS

Datamotive: Brand Redesign and Website

The previous Datamotive identity was inconsistent across the website, sales deck, and product UI. Built a new identity system — logo, type, colour, design tokens, and a component library — then applied it across a full website redesign and the updated sales and marketing materials.

Brand Identity · Design Systems · Figma · HTML/CSS

CITTA: Packaging Design

Packaging for CITTA's skincare line under Lexicon Lifestyle. Worked on the label system across multiple SKUs, including type hierarchy, layout, material finishes, and final print files.

Packaging Design · Print · Brand

Greenleaf Studio: Visual Identity

Identity for a Mumbai-based interior design studio looking to position itself for residential and small commercial clients. Designed the logo, colour palette, typeface system, brand guidelines, and core print collateral.

Brand Identity · Logo Design · Print

krushnapalwe.in — Personal Portfolio

Built a 6-page portfolio site with scroll animations and five case studies. No prior coding background — built it in VS Code with Claude Code as a pair.

HTML/CSS · Frontend

TOOLS & TECHNOLOGIES

Design: Adobe Photoshop, Illustrator, InDesign, Figma, Canva

Motion & Video: After Effects, Premiere Pro, Audition

Frontend: HTML5, CSS3, SVG, VS Code

AI Tools: Claude, Claude Code

Productivity: Microsoft Excel, Word, PowerPoint, Notion

EDUCATION

BA English Literature with Honours | D.G. Ruparel College, Mumbai University | 2017

LANGUAGES

English (Proficient) · Hindi (Proficient) · Marathi (Native)