

Likitha Ailone

They are an Indian-born, London-based visual communication designer recognised for an eccentric approach to meaning-making. Specialising in Branding and Identity, with typography and interaction design as accents, they utilise the field to explore and express experimental and speculative ideas. Along with this, their research into defamiliarisation brings bold inputs into their practice.

Relevant Skills

Interpersonal

Communication, negotiation, pitching, collaboration, time optimisation.

Technical

Typography, Illustration, UI/UX design, Interaction, motion design, basic 3D.

Software

Adobe Creative Suite, Figma, Blender, Touchdesigner acquainted.

Languages

Proficient: English, Telugu, Hindi

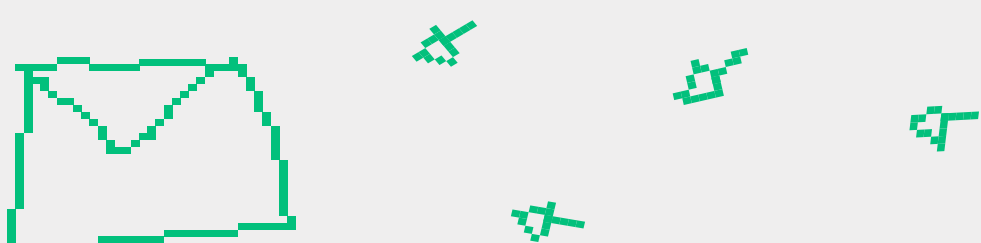
Conversational: Korean, Malayalam

Recognitions

Winner- UNESCO(IOC) X The Ocean Academy's Ocean decade challenge.

Contact

likithaailone@gmail.com



Work Experience

Brand and Communication Design Lenskart

Aug 2021 -Feb 2023

- Exploring, conceptualising and crafting digital first design solutions.
- Creating, prototyping and delivering seamless design experiences.
- Establishing and ensuring delivery of strategic directions from concept to execution. Collaborating with writers, fashion studio, tech team and production.
- Creating and implementing brand design for new Lenskart brands and businesses.
- Crafting sub-brands, events, new segments, campaigns and collection experiences.

Content and Communication Myntra Design

2021
Jan-April

- QC and vetting of Myntra original show among others.
- Creative writing for the these shows.
- Conceptualising design solutions for videos with specific problem statements.

Graphic Communication Design Oceedee

2020
Oct-Dec

Campaign design for their AW20 collection 'Chaukhat', along side assisting art director with campaign editorials, social media strategy and other graphic communication requirements.

Craft Researcher Kerala Wood Craft Cluster

2020
June

Produced a publication and promotional video documenting the heritage of the traditional wood craft in order to revive it's old charm.

Education

MA Graphic Branding And Identity London College Of Communication-UAL

The major includes a research based practice toward crafting brand identities.

B.Des Fashion Communication National Institute Of Fashion Technology

The major is spread across various Visual Communication streams. Accompanying this is an interdisciplinary Textile Design minor.