

Likitha Ailone

Visual Communication Designer recognised for an Eccentric approach to meaning-making. I specialise in branding with typography, motion and interaction design as accents.

Relevant Skills

Interpersonal

Communication, negotiation, collaboration, conflict resolution, time optimisation.

Technical

Branding, Illustration, Typography, 2D Motion design, Interaction design, Identity design, UI/ UX.

Software

Adobe Creative Suite, Figma, Touchdesigner, Cavalry

Languages

Proficient: English, Telugu, Hindi
Conversational: Korean, Malayalam

Recognitions

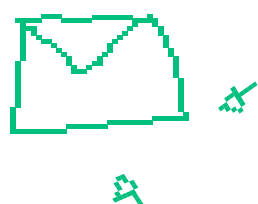
- UNESCO Ocean Decade Challenge Winner 2024
- DEMO Festival Feature 2025
- Site of Sites Portfolio website feature 2024

Contact

likithaailone@gmail.com

www.likithaailone.com

+44 7748271373



Work Experience

Brand and Communication Design
Lenskart

Aug 2021 -Feb 2023

Visual Identity- Hustlr, Studio, Boost, Lenskart signature.
Visual Experience- Hooper, Lenskart website, Stores, Collections.

- Exploring, conceptualising and crafting digital-first brand design solutions.
- Creating, prototyping and delivering seamless design experiences(UI/UX, landing pages, micro-sites, iconography and illustration).
- Established and ensured delivery of strategic directions from concept to execution. Collaborating with writers, fashion studio, tech team and production.
- Constantly discovering and designing to create new high points in omni-channel experiences.

Content and Communication
Myntra Design

2021
Jan-April

Myntra is an online fashion platform with a shop-able content segment called Myntra Studio where one can watch everything from self styling to global fashion trends and shop the styles. My role there was:

- 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

Oceedee is a homegrown luxury footwear brand. I did 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

2023-2024

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

B.Des Fashion Communication
National Institute Of Fashion Technology

2017-2021

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