

Vikram B Acharya

PORTFOLIO 2025

CREATIVE MANAGER | ART DIRECTOR | GRAPHIC DESIGNER



Creative Manager | Art Director | Graphic Designer

including Karnataka 2023 and Nav designs, streamlined workflows.

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|--|--|---|
|  Rajadharma Analytica LLP
Creative Head · Nov 19 – Nov 21 2 yrs · Bengaluru.
Directed all creative output for the Deputy CM's political campaigns and Bangalore Tech Summit. Delivered impactful event branding and scaled a design team for rapid delivery. | |  Artistore
Digital Painter · Jun 15 – Mar 16 10 mos · Bengaluru.
Handled digital paintings for a boutique abstract art company. Built a unique visual library of stylized artworks used across print media. |
|  Portea Health Care
Sr. Creative Lead · May 18 – Nov 19 1 yr 6 mos · Bengaluru.
Handled branding and marketing collateral for India's largest home healthcare company. Elevated visual identity and maintained creative consistency across digital and print platforms. | |  ONTRION
Graphic Designer · Feb 14 – May 15 1 yr 4 mos · Remote (Plano, TX, USA)
Handled product and campaign design for a US-based mobile accessories brand. Created visual content for social media and print advertising across North American markets. |
|  Mirum Agency
Graphic Designer · Jun 17 – May 18 1 yr · Bengaluru.
Designed government campaigns for the Chief Minister's office through DIPR. Coordinated a high-performing team of 10 designers during peak campaign periods. | | |

Education

- University of Mysore | July 2010 – May 2013*

- Design in Graphic Web & Animation
Maya Academy of Advanced Cinematics
July 2014 – April 2016*

Awards

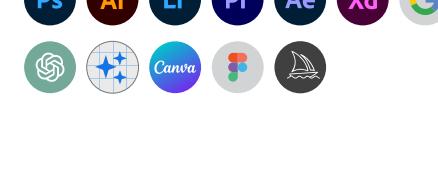
- 24fps International Animation Awards 2014*

- ### Languages

- ### Nationality

- Indian

Softwares



*Art Direc
Team Le*

Team Management

-

Prototyp

- Camera Handling & Composition* *UX/UI Design* *Event Branding*

Project Plan

- # Tech

Automation Prompt Engineering AI Integration in Design

Ba

Content

01 /
Logofolio

02 /
Brand identity

03 /
Manipulation

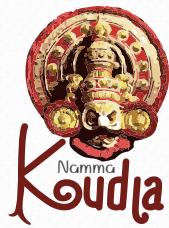
04 /
Social Media post

Creative Statement

I believe design is a form of intelligent problem-solving where every visual choice should serve a purpose. My creative journey is driven by curiosity, clarity, and a passion for storytelling. From branding and motion to digital content and automation, I approach each project as an opportunity to learn, evolve, and create meaningful impact. I'm always exploring new tools, trends, and technologies to push boundaries and keep my work relevant, human, and future-ready.

LOGOFOLIO

Pictorial / Abstract, Typography / Wordmark,
Sketch to Vector / Monogram / Lettermark etc..



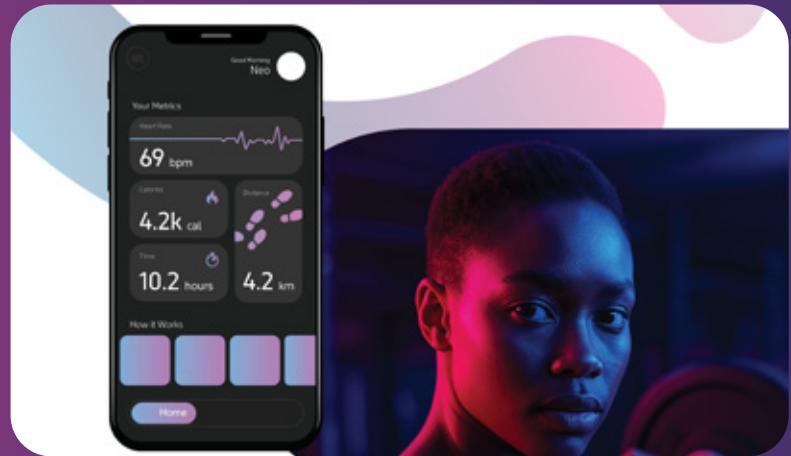
BRAND IDENTITY

Brand identity guidelines, Visual arts direction...

Quantum

Industry - Health & Wearables

Quantum Smart Ring is a wellness-first wearable designed to track body metrics like heart rate, recovery, sleep, and activity. Inspired by quantum energy, it merges futuristic aesthetics with practical health monitoring, symbolizing balance, evolution, and peak performance.





Gardecoz

Industry - Gardening

A unique logo design that visually represents the brand's commitment to nature and sustainable gardening. The intertwined "G" and "C" convey unity and holistic solutions, while the leaf element reflects environmental consciousness, blending functionality with aesthetics.

Velvéra

Industry – Beauty & Lifestyle

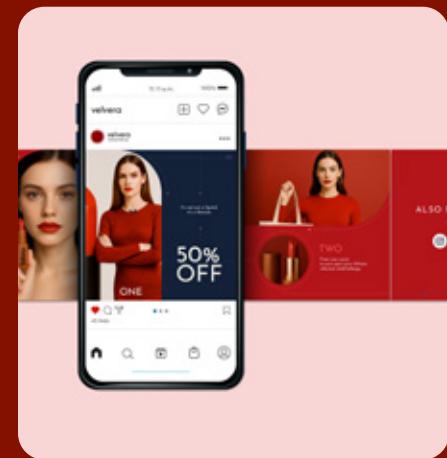
Velvéra is a bold beauty brand redefining lip color with confidence and charisma. Its signature product, a luxurious lipstick, is more than just makeup it's a statement. Crafted for those who refuse to whisper, Velvéra combines rich pigments with premium textures to empower self-expression. Rooted in elegance and driven by individuality, Velvéra celebrates the bold, the fearless, and the unapologetically expressive.

Velvéra

lips that don't whisper

Velvéra

lips that don't whisper

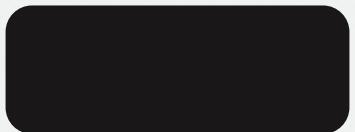


*It's not just a lipstick
it's a lifestyle.*

*From your purse
to your pout carry Velvéra
wherever bold belongs.*

Velvéra
lips that don't whisper





Kashaya Point

Industry - Beverages

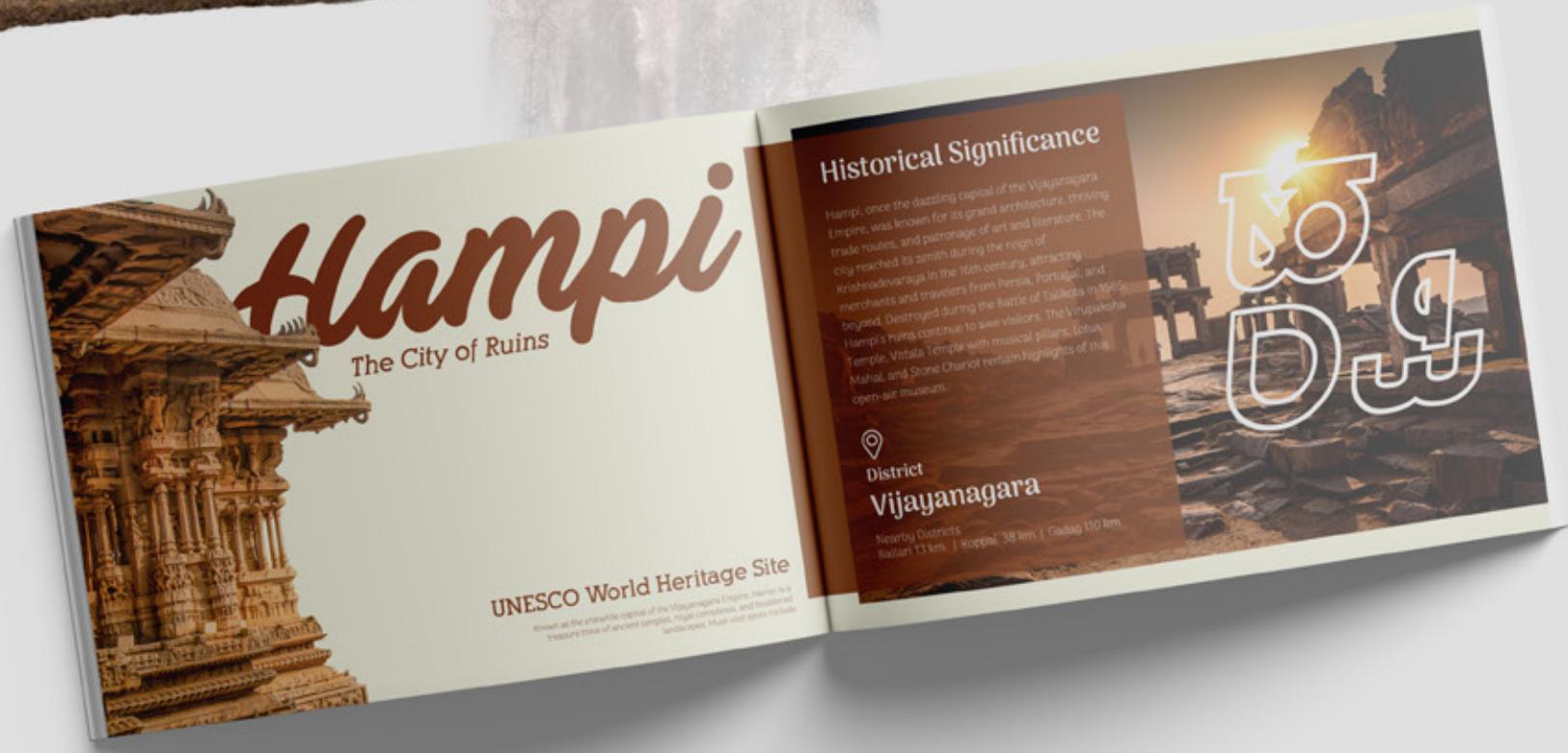
This branding concept fuses Kannada and English to symbolize cultural roots and global reach. The use of Kannada for the letter "K" and English for the rest showcases inclusivity and accessibility, celebrating the brand's identity and origin.



TRINEX

MANIPULATION

*Photo manipulation that I've done for social media campaigns,
event branding, print, and other works.*



Karnataka

Industry – Tourism & Cultural Heritage

Karnataka is a land of timeless wonders where ancient civilizations meet modern curiosity. This destination branding campaign showcases the state's rich cultural tapestry, from the architectural marvels of Hampi and Badami to the lush Western Ghats and vibrant urban hubs. Blending surreal storytelling with iconic landmarks, it reimagines Karnataka as a living journey through history, nature, and tradition. Designed to captivate the modern explorer, the campaign invites travelers to rediscover Karnataka a state where every path echoes with legacy and every experience leaves a mark.



Kambala

Industry - culture

Kambala is a traditional buffalo race from coastal Karnataka. This project captures the thrilling energy and deep cultural roots of the event, celebrating the synergy between man and beast in a powerful, visual narrative.

MANIPULATION | p08

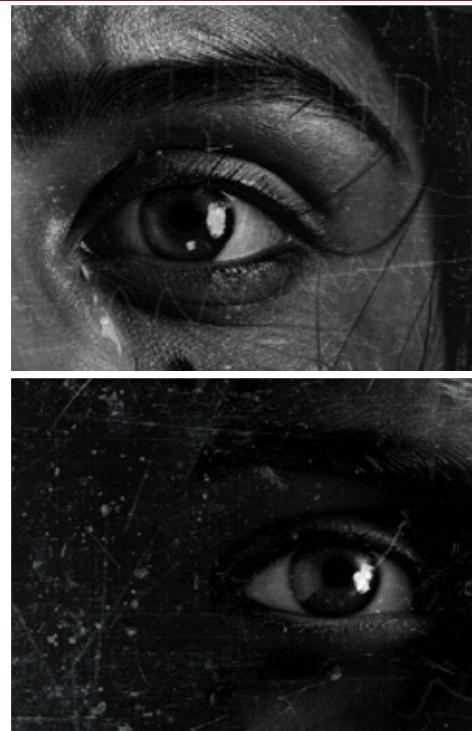




Speak for Shakti

Social Campaign

A powerful campaign addressing women's safety, particularly in professional and educational settings. The design aims to raise awareness, ignite dialogue, and support advocacy for a safer and more just society.



Agniveer

Industry - Government

Designed for the Agniveer campaign, this creative tribute honors the courage, sacrifice, and patriotism of India's armed forces. It captures the collective spirit of valor, unity, and resilience, resonating with a wide audience across the nation.



Ford Everest

Industry - Automobile

A concept reflecting the rugged strength and sophistication of the Ford Everest SUV. The visuals emphasize adventure, terrain mastery, and modern performance.



Heineken

Industry - Brewing

A creative poster manipulation project, blending visual storytelling and impactful layout to enhance brand recall and shelf visibility.



Department of Information and Public Relations

Industry - Govt.



SOCIAL MEDIA

Photo manipulation that I've done for social media campaigns, event branding, print, and other works.



The Logical Indian

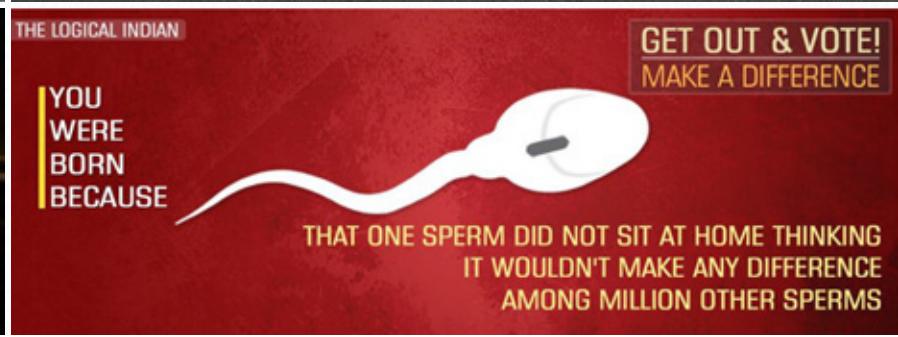
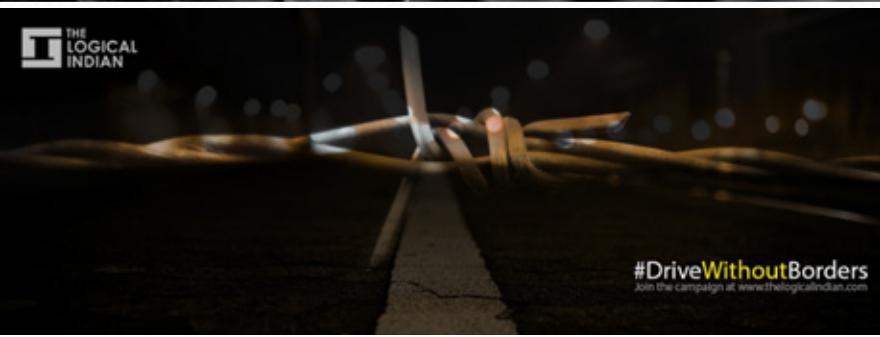
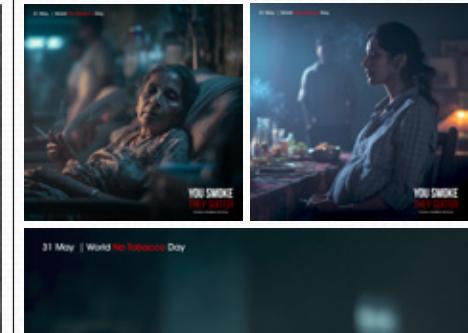
GIVE A F**K TO AIDS WITH CONDOM

World Aids Day | Awareness Campaign By The Logical Indian

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vikrambacharya