



# ZAINAB KARACHIWALA

## BRAND SPECIALIST

London, United Kingdom

[zainabengineer.com](http://zainabengineer.com)

[uk.linkedin.com/in/zainabengineer](https://uk.linkedin.com/in/zainabengineer)

[zainabkarachiwala86@gmail.com](mailto:zainabkarachiwala86@gmail.com)

## AWARDS



campaign



Spikes Asia  
FESTIVAL OF CREATIVITY



## SKILLS & TECHNOLOGIES

### Skills

Creative Direction | Brand Strategy | Leadership  
| Brand Design | Typography | Print Design |  
Digital Design | UI/UX

### Creative Tools

Illustrator | Photoshop | InDesign | Figma |  
PowerPoint | After Effects | Premier Pro | XD |  
Lottie | HubSpot | Wordpress

### Productivity Tools

Dropbox | Slack | Jira | Trello | Excel |  
SharePoint | TeamGantt | Miro

## What my manager has to say about me -

*"Z is an absolute gem and delight to work with. She is so structured, disciplined and organised... has exceptional depth of knowledge in brand strategy which she applies rigorously across her team's outputs... brilliant at building global teams and getting them to work together as one. She has a great creative flair and was a key person in positioning Unruly as a differentiated brand in a highly competitive marketplace."*

Louise Tullin - CMO at Unruly

**I'm an award-winning designer and a passionate creative director with 15 years' experience and an obsession with EVERYTHING BRANDING!**

A hands-on leader for over a decade, I have a winning combination of top-tier agency and in-house experience. I work collaboratively with internal and external stakeholders to create brand design systems that are both visually compelling and strategically sound to deliver on tangible business objectives.

I've led winning pitches & driven business goals by consistently delivering a high standard of beautifully crafted brands through simple, meaningful, and innovative design solutions across every discipline. This includes through-the-line communication, packaging, digital, motion, UI/UX, experiential, and merchandising - and spans almost every category from B2B to B2C, tech, property, hospitality, luxury, art & culture, sports, and FMCG.

## WORK EXPERIENCE

### Nexxen (previously Unruly)

Global Creative and Brand Strategy Director

July 2016 - Present | London

Reporting to the CMO, my day-to-day involves cross-functional collaboration which touches almost every team in the business to define a brand vision and deliver a differentiated internal and external brand across all its touch-points.

I oversee a global team of multidisciplinary designers and freelancers. I am consistently evolving our processes for scalability and developing the team to deliver results in a highly competitive marketplace.

Some key achievements include:

- Evolved the Unruly brand from a basement startup to a 15 million valuation in 2020 which in no small part was due to the brand equity of the company.
- Led the charge on two global re-brands for the business following company acquisitions by News Corp and Tremor International.
- Conceptualised and delivered impactful client experiences at events such as Cannes, DMEXCO, and CES to name a few. Boosting our brand awareness, increasing footfall and offering bespoke environments for key client meetings.
- Spearheaded innovative client experiences that opened doors to our top global target companies, leading to deals that contributed to 80% of overall business revenue. This included The Future Video Lab (a dedicated interactive space to walk clients through the current ad tech landscape) and The Home (a 2500sqft home of the future integrated with connected technology to showcase how people would consume branded content in their homes beyond traditional screens).
- Empowered the sales team with the tools to engage global brands and position our company as a thought leader.
- Planned the designs for the London HQ and developed office style guides for our global offices to boost a unified internal brand and culture.

## QUALIFICATIONS

**ual:London College of Communication**  
Masters At Graphic Design  
January 2012 - January 2013 | London

**Sophia Polytechnic**  
Bachelor of Applied Art  
March 2004 - March 2009 | India

**University of Mumbai**  
Bachelor of Sociology  
April 2006 - October 2010 | India

### What my client has to say about me -

*"Zainab went above and beyond, creating for us a site that truly captured the nature of our firm and the range of work that we do. Throughout the web design and scripting process, she was sure to clearly communicate with our team, working with us on design options & changes and ensuring that the final site would capture the goals of the project. As colleagues and friends have reached out to comment on the website and inquire about the design, our firm has been happy to recommend the Skarma team."*

Amanda Morgan - Associate at nARCHITECTS

### What my manager has to say about me -

*"I worked with Zainab in Leo Burnett and Creativeland Asia... her ideas and execution are very creative. She has an excellent eye for detail and puts in a lot of research into her work. Above all, she is a team player who is always willing to help and collaborate with everyone."*

Payal Juthani - Creative Director at Leo Burnett, India

## WORK EXPERIENCE

### Jones Knowles Ritchie & Industry Branding

#### Freelance Senior Designer

April 2016 & June 2016 | London

- JKR - Packaging design pitch for Knorr | Branding and packaging for Danone
- Industry Branding - Branding pitch for Gas4Sea

### Skarma

#### Creative Director

April 2013 - August 2015 | India

Collaborated with the founders of Skarma to develop a vision and differentiated creative offering as well as elevated its reputation as a top creative agency in Mumbai through exceptional creative direction and strategic execution.

Some key achievements include:

- Successfully secured and delivered major projects, including branding for the launch for the Indian Super League - FC Goa, the naming, branding, digital and OOH promotional campaign of India's largest electronic dance music festival - Supersonic, and UI/UX design for leading architectural firm in NYC - nArchitects
- Led cross-functional teams and client engagements, delivering creative solutions that met and exceeded client expectations.
- Doubled the size of the design team from 6 to 12 creatives within a year, effectively scaling the agency's capabilities to meet growing demands while ensuring positive ROI.
- Skillfully managed multiple simultaneous projects from concept to completion, ensuring on-time delivery and adherence to budgetary constraints.

### Leo Burnett

#### Art Director

September 2009 - October 2011 | India

Collaborated with National Creative Director and Creative Director on multiple award-winning design projects, overseeing the entire process from concept to completion.

Some noteworthy projects include:

- Created Gandhiji Font, a custom typeface to commemorate Mahatma Gandhi's 141st birth anniversary and engage the youth of India.
- Redesigned McDonald's takeaway packaging for the Indian market, successfully positioning the brand to an urban upper-middle-class audience new to the fast food culture and self-service restaurants.
- Developed a sustainable box design for Bajaj Irons' Majesty DX7 energy-saving iron launch, contributing to the fight against climate change while promoting the brand's commitment to home energy efficiency.