

Manasi Madhusoodanan

Senior Marketing & Brand Designer

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Professional Summary

Senior Marketing & Brand Designer with nearly five years of experience creating high-impact marketing campaigns, digital experiences, and scalable brand systems across Healthcare SaaS, B2B technology, retail, and consumer businesses. Designed 200+ marketing assets supporting 15+ healthcare technology brands while collaborating with US-based teams and 10+ cross-functional stakeholders to deliver websites, landing pages, email marketing, paid media, presentations, and sales enablement materials.

Combines strategic thinking with strong visual design expertise to create conversion-focused marketing assets, scalable design systems, and user-centric digital experiences that strengthen brands, improve customer engagement, and support measurable business growth.

Core Competencies

Marketing Design

• Integrated Marketing Campaigns • Landing Pages • Email Marketing Design • Paid Social & Display Advertising • Sales Enablement • Digital Asset Production • Presentation Design • Creative Production

Brand & Creative

• Brand Identity Systems • Visual Communication • Art Direction • Creative Strategy • Typography & Layout • Packaging Design • Print Production

Digital Experience

• Website Design • UX/UI Design • Design Systems • Wireframing • Responsive Design • Component Libraries

Collaboration & Strategy

• Cross-functional Collaboration • Stakeholder Management • Creative Brief Translation • Campaign Planning • Market Research • Competitor Analysis

Tools

               

Experience

Meditab Software Pvt Ltd — Senior Graphic Designer

 Jan 2024 - Dec 2025

  

Marketing Design & Campaign Execution

- Designed **200+** marketing assets across websites, landing pages, email campaigns, paid media, presentations, sales collateral, and social media for **20+** healthcare technology brands, ensuring brand consistency across all digital touchpoints.
- Partnered with US-based marketing teams and collaborated with 10+ cross-functional stakeholders, including product managers, developers, marketing teams, and business leaders, to translate campaign briefs into polished conversion-focused creative.
- Maintained brand consistency across multiple healthcare SaaS products while supporting integrated marketing initiatives.
- Produced scalable design assets that could be adapted across web, digital advertising, presentations, and product marketing.

Brand Systems & Creative Operations

- Developed reusable design templates, marketing assets, and visual systems that streamlined creative production across multiple business units.
- Collaborated closely with cross-functional teams to align creative execution with campaign objectives, product launches, and business priorities.
- Managed multiple concurrent creative requests while consistently delivering high-quality work within aggressive project timelines.

Strategy & User-Centered Design

- Applied audience insights, market research, and user behavior analysis to improve campaign effectiveness and strengthen visual communication.
- Supported e-commerce initiatives through strategic visual storytelling, website improvements, and customer-focused creative solutions.

Nalli Silks Pvt Ltd — Senior Graphic Designer

📅 2022 - 2023

Retail E-commerce Integrated Marketing

Brand & Campaign Development

- Led creative execution across branding, integrated marketing campaigns, retail promotions, website visuals, print advertising, packaging, and social media.
- Managed creative quality across multiple campaigns while mentoring designers and ensuring consistent brand execution.

Digital Marketing

- Designed integrated campaign creatives supporting seasonal launches, premium collections, and customer engagement initiatives.
- Produced marketing collateral, promotional assets, digital banners, and social campaigns aligned with business objectives.

Website & User Experience

- Contributed to website design improvements by creating user-focused digital assets that enhanced online customer experience and strengthened brand consistency.

Kara Weaves — Design Apprentice

📅 2020 - 2021

Consumer Products Brand Development Product Marketing

- Conducted market research, competitor benchmarking, and customer insight analysis to inform product and brand strategy.
- Designed marketing collateral, packaging systems, and communication assets supporting new product launches.
- Translated research findings into commercially viable visual communication across digital and print touchpoints.

Tilonia Barefoot International — Design Apprentice

📅 2019

Social Enterprise Product Innovation Brand Communication

- Conducted field research and market analysis supporting community-led product development initiatives.
- Produced visual storytelling assets, promotional materials, and product documentation highlighting artisan craftsmanship and cultural narratives.

Riya Kodali Design House — Design Internship

📅 2017

Luxury Consumer Brand Visual Design

- Assisted in visual concept development, illustration, client presentations, and production-ready artwork.
- Supported creative development for fashion collections through digital illustration and surface design.

HYVE Sports — Design Internship

📅 2016

Consumer Products Performance Apparel Product Design

- Conducted market and trend analysis informing performance apparel collections.
- Produced technical design documentation, digital specifications, and presentation materials supporting product development.

Education

National Institute of Design , Ahmedabad — Master of Design (Textile Design)

National Institute of Fashion Technology , Kannur — Bachelor of Design (Fashion Design)
