

SHUBIT SAGAR

Art Director/ Design Leader

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I've spent the last ten years building brands, teams and design systems, across research, retail, consumer products and digital, at companies from global enterprises to a venture I helped start myself. I'm currently Chief Design & Strategy Officer at NextKid, and before that I was Art Director at Gartner, where I led a team of designers and editors reshaping how research gets read by senior leaders worldwide. I sit on the Board of Advisors at the School of Design, MRIIRS, and I studied at NID Ahmedabad and RMIT Melbourne.



EXPERIENCE

Chief Design & Strategy Officer

NextKid Private Limited • Nov 2025 to present • Chandigarh

Own design and brand strategy end to end, covering brand identity, character IP, product design language and go-to-market creative direction, all built from zero. Built and now lead the creative team from scratch, hiring and directing animators, sound designers and visual designers, and direct one cohesive brand world across physical product, digital app and animated content.

Art Director

Gartner • May 2022 to Nov 2025 • Gurugram

Aligned Art Director to the conference practice, leading end to end design across 10 to 12 presentations simultaneously for Gartner's global IT Symposium. Led a team of designers and editors, running critiques, reviewing output and mentoring designers through their own growth. Built template systems that let a growing team produce consistent, brand-compliant work at pace, and delivered graphics training to incoming authors, analysts and designers across the organisation.

Graphic Design Specialist

NSF International • Jul 2021 to May 2022 • Gurugram

Owned all brand communication across web and print for the India business. Designed and ran digital advertising campaigns on Facebook and Instagram, including content calendars and channel strategy, and led exhibition stall branding and packaging design for new product launches.

Senior Visual Designer

Hettich India • Apr 2019 to Jun 2021 • Delhi

Led visual design across web, print and paid digital campaigns on Facebook, Google and YouTube. Conceived and produced the monthly editorial IdeaBook end to end, covering concept, art direction and catalogue design, and created brand identities and guideline manuals for Hettich subsidiaries alongside directing packaging across product lines.

EXPERIENCE CONTINUED

Lead Graphic & Retail Designer

Trident Group · Jun 2018 to Jan 2019 · Ludhiana

Designed and executed international exhibition presence at Heimtextil Frankfurt and Yarnex India, owning design, theme, vendor selection, costing and on-site visual merchandising. Designed packaging across the paper and bedsheet product lines, alongside brand identities and guideline manuals for new Trident Home collections.

Creative Head

Brewed Media · Feb 2018 to Jul 2018 · Bengaluru

Founding creative lead. Built the agency's own brand from scratch and directed campaigns for Bangalore City Police, ITBP and the office of the Deputy Chief Minister of Karnataka.

Senior Designer, Retail Experience & Graphics

FRDC · Apr 2016 to Feb 2018 · Bengaluru

Designed pilot retail environments for BIBA, Rangriti, TVS Motors and PepsiCo, rolled out nationally. Managed site reconnaissance, vendor coordination and cost control alongside in-store graphics and signage systems.

EDUCATION

National Institute of Design, Ahmedabad, India

Bachelor of Design, Visual Communication · 2012 to 2016

Royal Melbourne Institute of Technology, Melbourne, Australia

International Student Exchange, Design & Visual Communication · 2014

AWARDS & RECOGNITION

Member, Board of Advisors, School of Design, Manav Rachna International Institute of Research & Studies, 2024 to present. Honorary appointment alongside design leaders from Honda and Sonalika, shaping curriculum including coursework on generative AI in design practice.

Finalist, Dell Designathon, 2019. Selected among the top ten teams nationally in India, where I led the team and developed a project exploring how design can address long-term sustainability.

International Student Ambassador, RMIT University, 2014. Selected as one of ten international students to represent RMIT student life, awarded a \$2,000 scholarship.

SKILLS & TOOLS

Leadership & Craft: Creative direction · Design management · Team building and mentoring · Brand strategy and positioning · Stakeholder management · Brand identity systems · Editorial and publication design · Presentation and data visualisation · Retail and experience design · Packaging design

Tools: Adobe Creative Suite · Figma · Keynote and PowerPoint · SketchUp and Blender · Microsoft Office

AI workflow: Claude · Gemini · Midjourney · Adobe Firefly · Higgsfield · Runway ML · HeyGen · Suno · Adobe Podcast

CONTACT

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