

CURRICULUM VITAE

shubit sagar

Design Leader — Creative Direction & Strategy

BRAND · EDITORIAL · PRODUCT · EXPERIENCE



Design leader with **10+ years** building brands, teams and design systems across research, retail, consumer products and digital — from global enterprises to founding my own venture. Currently **Chief Design & Strategy Officer at NextKid™**; previously **Art Director at Gartner**, where I led designers and editors in reshaping the visual language of research read by C-suite leaders worldwide. **Board Advisor**, School of Design, MRIIRS. Alumnus of **NID Ahmedabad** and **RMIT Melbourne**.

Experience

NOV 2025
— PRESENT

Current
Chandigarh, IN

Chief Design & Strategy Officer

NextKid™ — smart products for children

- Co-founded a children's smart-product startup building **screen-free smart toys**, the **BoboBounce companion app** and an original **2D animated series** for ages 2–8.
- Own design and brand strategy end to end — company brand identity, character IP universe, product design language and go-to-market creative direction, all built from zero.
- Built and lead the creative team from scratch, hiring and directing animators, sound designers and visual designers across product, app and content workstreams.
- Direct one cohesive brand world across physical product, digital and animation — every touchpoint a child or parent meets.

MAY 2022
— NOV 2025

3 yrs 7 mos
Gurugram, IN

Art Director

Gartner — Research & Advisory

- Led a team of **designers and editors** revamping Gartner's research-report experience — modernising UX and visual design for content consumed by enterprise leaders worldwide.
- Provided creative direction and final design approval across web graphics, keynotes and infographics, safeguarding brand consistency at scale.
- Built **template systems** that balance creative freedom with standardisation, streamlining research production across teams.
- Partnered with researchers to translate complex, ambiguous data into intuitive visuals, directly addressing client pain points in how research is consumed.
- Designed and delivered **graphics training** for incoming authors, analysts and designers, raising baseline visual quality across the organisation.
- Mentored designers through ongoing coaching, and drove large-scale strategic initiatives spanning content types, visual language and content architecture.

JUL 2021
— MAY 2022

11 mos
Gurugram, IN

Graphic Design Specialist

NSF International — global public-health & safety organisation

- Owned brand communications across web and print — digital campaigns, exhibition branding and product packaging for the India business.

Experience — earlier roles

APR 2019
— JUN 2021
2 yrs 3 mos
Delhi, IN

Senior Visual Designer

Hettich India — one of the world's largest furniture-fittings brands

- Led visual design across web, print and digital campaigns (Facebook, Google, YouTube); conceived and produced the monthly editorial **IdeaBook** — concept, art direction and catalogue design.
- Created new **brand identities and guideline manuals** for Hettich subsidiaries and directed packaging across new and existing product lines.

JUN 2018
— JAN 2019
8 mos
Ludhiana, IN

Lead Graphic & Retail Designer

Trident Group — global home-textiles & paper major

- Designed and executed international exhibition presences end to end — including **Heimtextil, Frankfurt** and **Yarnex, India** — owning design, theme, vendors, costing and on-site visual merchandising.
- Built brand identities and guideline manuals for new Trident Home collections.

FEB 2018
— JUL 2018
6 mos
Bengaluru, IN

Creative Head

Brewed Media — digital & brand agency

- Founding creative lead: built the agency's brand from scratch and directed campaigns for **Bangalore City Police, ITBP** and the office of the **Deputy CM of Karnataka**.

APR 2016
— FEB 2018
1 yr 11 mos
Bengaluru, IN

Senior Designer — Retail Experience & Graphics

FRDC — Future Research Design Company

- Designed pilot retail stores translating brand strategy into physical experience for **BIBA, Rangriti, TVS Motors and PepsiCo** — concepts rolled out across India.
- Managed full project lifecycle: site reconnaissance, vendor coordination and cost control, alongside in-store graphics, signage systems and brand catalogues.

Advisory & Teaching

Member, Board of Advisors

School of Design, MRIIRS · Feb 2024 — Present

Advisory board alongside design leaders from Honda, Sonalika and K2India, shaping curriculum and strategy — championed coursework on **generative AI in design practice**.

Industry Expert Mentor

UPES, Dehradun · Sep 2019

Conducted a 3-day intensive workshop mentoring final-year design students on portfolio development and design presentation, from conceptualisation to execution.

Education

Bachelor of Design, Visual Communication

National Institute of Design (NID), Ahmedabad · 2012 — 2016

International Exchange, Design & Visual Communication

RMIT University, Melbourne · 2014

Selected as 1 of 10 international **Student Ambassadors**; awarded a \$2,000 scholarship.

Skills

LEADERSHIP

Creative Direction · Design Management · Team Building & Mentoring · Design Strategy · Stakeholder Management

CRAFT

Brand Identity Systems · Editorial & Publication Design · Retail & Experience Design · Packaging · Data Visualisation & Infographics

TOOLS

Adobe Creative Suite · Figma, Canva & Firefly · SketchUp & Blender 3D · Microsoft Office Suite

LANGUAGES

English · Hindi · Punjabi