Bangalore, India

Senior Visual Designer with 7+ years of experience creating brand identities, digital products, campaigns and scalable visual systems. My work spans visual design, brand systems, product experiences, art direction, illustration and environmental graphics-transforming complex ideas into cohesive experiences across digital and physical touchpoints.

SENIOR VISUAL DESIGNER



↗ Dribbble ↗ Behance ↗ Instagram

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↗ LinkedIn

JITTO JOSEPH

CORE SKILLS

- Brand Identity
- Creative Strategy
- Event Branding
- Illustration
- Editorial Design
- Brand Experience
- AI-Assisted Motion
- Visual Storytelling
- Art Direction
- Packaging
- Iconography
- Marketing Design
- Brand Guidelines

TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Spline (Basic)
- Framer (Basic)
- ChatGPT
- ChatGPT Sites
- Midjourney
- Claude
- Codex

EDUCATION

BFA IN APPLIED ARTS

RLV College of Fine Arts (2014 – 2018)

EXPERIENCE

SENIOR VISUAL DESIGNER

Zeta | Jun 2021 – Present

Led visual design across fintech products, campaigns and enterprise initiatives. Created cohesive experiences spanning brand identity, digital products, print, events and workplace branding while collaborating with product, marketing, business and production teams. Developed scalable visual systems, illustrations and reusable assets that strengthened consistency across projects.

Selected Projects: *Vera Credit • AI Readiness Survey Playbook • Zeta Workplace Branding • Beta@Zeta Identity • Minerva Identity • Global Fintech Fest Booth Design*

BRANDING SPECIALIST & ARTIST

BrandMills Studios | 2018 – 2020

Designed brand identities and visual communication systems for startups and growing businesses, creating logos, packaging, illustrations, marketing collateral, and digital assets while collaborating directly with clients from strategy through final execution.

Selected Projects: AeroPrime Travel • Cat Production Media House • EcoTrails • KampfGe1st Fitness • Foaps Website Illustrations

ILLUSTRATION & BRANDING INTERN

BrandMills Studios | 2018

Supported branding and visual identity projects by creating logo concepts, illustrations, marketing collateral, and print-ready artwork while collaborating with senior designers throughout the creative process.

↗ PORTFOLIO

jittojosephhere.com