



Pramod Maharana

Senior Designer

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New York / New Jersey

With over eight years of experience in brand, design and communication, my forte lies in crafting visual stories for individuals and organizations utilizing form, color, type, grid and imagery. I thrive in transforming innovative product ideas and creative concepts into intelligible design solutions that drive both—short-term business results and long-term brand value.

In a nutshell

I am a professional designer, an amateur parent and a student of life.

From serving in the Indian Army to travelling halfway across the world, my life experiences have given me an applied understanding of design.

For me, design isn't just a skillset but a mindset that brings knowledge and imagination together to create amazing, valuable and meaningful new things possible.

Education

Bachelor of Science

(B.Sc. Physics) University of Mumbai, India (1988)

Technical Skills

Competent in Adobe Creative Cloud apps as well as print/web production best practices.

Core Competency

Brand Identity Creation, Visual Communication Design, and Art Direction.

Experience

Senior Graphic Designer & Brand Manager, Zoku | Hoboken NJ (Current)

My current responsibilities include working closely with the leadership team to create an unmatched product experience that aligns with the core values of the brand. I work at the intersection of strategy and design to transform communication strategies into effective design solutions for print, digital and spatial media.

Design Director, Wasabi Rabbit | New York (2014-2016)

A key part of my role was to help shape the agency's new brand identity. My responsibilities included mentoring junior designers and collaborating with brand and strategy teams define and develop design concepts and visual systems that realized brand strategies and helped achieve our clients' business goals.

Graphic Designer, Barnum Design | New York (2011 - 2013)

Barnum's small team led to greater responsibility and fostered strategic thinking. My proudest and most significant achievement was redesigning our internal brand tool—*Brand Opener*. The new design aligned all internal assets to create a modular design system, adding exceptional value to our design process.

Visualiser, Asymmetrique | Mumbai (2008 - 2010)

My primary role was to develop visual concepts and design solutions based on creative briefs. I did everything that helped hone my craft, from packaging design, to digital experiences, to identity systems. Designed the identity of the very company I worked for, earning the CEO's Guild Award.

Captain, Indian Army | India (2001 - 2008)

Successfully completed the basic military training at the Indian Military Academy and was commissioned to 194 Field Regiment Artillery. Learned how effective a small, focused team can be.