



LOKESH MOHAN

DESIGN DIRECTOR · BRAND DESIGN LEADER

SUMMARY

Strategic design leader with **18+ years** across global CPG in-house design and world-class creative agencies, with hands-on experience in **North America (Canada)** and **Asia (India)** markets, spanning packaging design, brand identity, creative direction and design operations. Leads a **20-member team at Kenvue** delivering packaging Design Intents for NA, EMEA and APAC across Johnson's, Neutrogena, Listerine, Aveeno, Band-Aid and Tylenol. Cut delivery timelines **25%** through design systems, templates and governance.

EXPERIENCE

2024 – Present

Manager – Design India

Kenvue — Bengaluru, India

- Lead a 20-member team of Packaging Designers, Graphic Designers, 3D Artists and Production Artists delivering **1,000+ design-intent assets annually** across NA, EMEA and APAC at **98% on-time delivery**.
- Built scalable packaging systems, master templates and workflows that **cut delivery timelines 25%** and lifted throughput with no added headcount.
- Tightened production QC and design governance — dieline accuracy, layout precision, color and format adaptation — sustaining **98% first-time-right accuracy** and cutting rework.
- Own studio budget and vendor/agency management, directing intake, prioritization and capacity planning across 3 regions to protect launch dates.
- Partner cross-functionally with Marketing, Product, R&D and Regulatory to convert business objectives into compliant artwork management and packaging solutions; introduced AI-enabled workflows (Firefly, Copilot) across the studio.
- Grew the team to 20 designers and production artists with **3 internal promotions** and **99% retention**; present strategy and performance to senior leadership.

2023 – 2024

Senior Creative Director – Design

Unigage — Bengaluru, India

- Led a **15+ person** team of Creative Directors, Visual Designers, Art Directors, Editors and Animators across 5 accounts — Accel, Carbonado, Totem, Bluestone, Yezdi.
- Standardized the studio design system and delivery process, **shortening concept-to-approval cycles 30%** and reducing client revision rounds.
- Set creative vision and quality bar, contributing to **4 account expansions** through pitch and strategy work.
- Mentored and promoted emerging leaders, building creative bench strength.

CONTACT

Bengaluru, India

+91 98842 54656

lokesh.mohan86@gmail.com

linkedin.com/in/lokeshmohan1987

lokeshmohan.com

CORE SKILLS

Design Leadership
Brand & Visual Identity
Creative Direction
Global Design Operations
Design Systems & Templates
Design Governance
Packaging Design
Print Production
Regulatory Compliance
Capacity & Resource Planning
Integrated Campaigns
Stakeholder Management
Coaching & Talent Development
Vendor & Agency Management
Budget Ownership
Artwork Management
Cross-Functional Leadership
Executive Communication

TOOLS

Adobe CC — Illustrator · Photoshop · Premiere · InDesign · Figma · Canva · Adobe Workfront · Wrike · Trello · Veraciti · DAM Platforms · Microsoft 365 · PowerPoint · Slack · Adobe Firefly · Midjourney · Claude · ChatGPT · Microsoft Copilot

EDUCATION

B.Sc. Visual Communication
(Specialized in Design)
Patrician College of Arts &
Science
University of Madras —
Chennai, India
2005 – 2008

CERTIFICATIONS

Foundations of User Experience
(UX) Design
Content Marketing Foundations
Marketing Foundations
Growth Hacking
Lead Generation Foundations

AWARDS

Kenvue Daring Spirit Award
Pepper Awards
Big Bang Award
Olive Award

LANGUAGES

English — Professional
Tamil — Native

BRANDS LED

Johnson's · Neutrogena · Listerine ·
Aveeno · Band-Aid · Tylenol · Johnnie
Walker · Coca-Cola · Bacardi · Puma ·
Adidas · Heineken · Nutella · NFL ·
Walmart · Mercedes-Benz · Diageo ·
Sanofi · Pfizer · Canadian Tire · Sleep
Country · Rogers · Nicorette · OGX ·
Lubriderm · Dr. Ci:Labo · Airtel · Telenor
Telecom · Titan · Britannia · Louis
Philippe · Lifestyle Fashion

2022 –
2023

2019 –
2021

2017 –
2019

2013 –
2017

2011 –
2013

2010 –
2011

2008 –
2009

Associate Creative Director – Design, APAC

VIRTUE Worldwide — Mumbai, India

- Directed brand design for Johnnie Walker, Coca-Cola, Bacardi, Puma and Black Dog across **APAC markets** in a borderless agency model.
- Built master identity and campaign toolkits that scaled to every market, cutting local adaptation time and cost.
- Partnered with client marketing leadership to translate strategy into concepts approved at senior review.
- Oversaw execution across packaging, digital, retail and social for cohesive brand presence.

Senior Creative – Design

Publicis Canada — Toronto, Canada

- Delivered integrated campaign design for 9 national brands — NFL, Nutella, Heineken, Walmart, Nestlé, Pfizer, Jeep, Red Lobster, City of Toronto.
- Designed research-informed campaign experiences shipped across broadcast, digital, retail and OOH.
- Built reusable brand and asset toolkits that **reduced production turnaround** on repeat campaign waves.
- Guided Art Directors and producers, upholding quality, consistency and brand integrity across concurrent deliverables.

Senior Creative Director – Design

J. Walter Thompson Worldwide — Bengaluru, India

- Led brand and campaign design for 8 marquee accounts — Pepsi, Adidas, Puma, Airtel, Diageo, Britannia, Louis Philippe, Lifestyle Fashion.
- Ran a **5-member** design team across concurrent campaigns, elevating the agency's design storytelling and craft standard.
- Delivered campaign systems adopted across channels, driving consistent brand expression across the portfolio.

Creative Director – Art · Associate Creative Director – Art

J. Walter Thompson Worldwide — Chennai, India

- Stewarded 9+ brands including The Hindu, Airtel, GRT Jewellery, Sun Network Group, GRT Hotels, Naturals Salon, MRF, Mercedes-Benz and Radisson Hotels.
- Promoted from Associate Creative Director to Creative Director on the strength of account growth and creative output.
- Mentored a **4-person** art team, raising craft standards across mainstream and integrated campaigns.

Art Director

Lowe Lintas and Partners — Chennai, India

- Art directed 6 national accounts — BharatBenz, Idea Cellular, MRF, Saint-Gobain, The Hindu, Apollo Hospitals.
- Led the full Reynolds Trimax redesign across packaging, advertising and in-store promotion.

Art Director

Leo Burnett Group — Chennai, India

- Delivered mainstream advertising and integrated campaign work for Uninor Telecom and Samsung.
- Partnered with copy and account teams to take concepts from idea to final production.

Graphic Design Specialist

Umak Creative Resource — Chennai, India

- Produced print, outdoor and retail design work for MRF Paints, Bashyam, Accord Hotels and Funkskool.
- Executed layouts and final artwork through pre-press, partnering with copy and account teams from concept to release.