Rahul Das

Design Leader, Design Head

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A dynamic and visionary Design Leader with **15 years of experience** in spearheading innovative design projects and guiding top-performing teams.

I am an expert in transforming strategic objectives into actionable design solutions that enhance user experience and drive company growth.

With a Design Thinking and Innovation Management certificate from **IIM Kozhikode** and a degree from the **Institute Europeo di Design, Torino**, I emphasise uncompromising attention to detail.

I seek to leverage my extensive background in UX/UI, Product design, Brand strategy, Mobility and Communication design to contribute to company growth and success

Areas of Expertise

- Design Thinking
- Product/UX Strategy
- Visual Design/UI
- User Research
- Project Management
- Data Driven Approach

Key Competencies

- **Design Leadership:** 'Intrapreneurial', spirited design leader with a proven history of delivering end to end delightful experiences for Users by practising design methodologies.

- **Research and Development:** Facilitating new development or initiatives with a focus on Quality, Cost and Delivery by developing components in conformance with pre-set specifications & success criterias.

- **Product Management:** Have managed the entire product development including requirement analysis, finalising specifications, validating designs, prototype development and component testing activities.

- **Strong Team Player:** With a cooperative working style coupled with the ability to create a cohesive team environment and mentor/empower members to work at their full potential in dynamic environments.

- **Versatile Knowledge:** Built products for Technology, Media, Logistics, Ecommerce amongst many more.

Career History

Bolt.Earth - Head of Design   2022 - Present

Bolt is the largest EV charging infrastructure solution provider in India with over 20,000 charging points and growing. The EV ecosystem is a fast growing entity with various key design problems to be addressed, often with an 'empty slate' framework. Heading and creating the design department from scratch presented interesting and key challenges.

Some key milestones achieved were :-

- Single handedly created a multidisciplinary design department within Bolt.Earth. The team is bifurcated into Product Design and Communication Design. The team consists multiple Design Leads, Sr Designers, Jr designers in both product and communication design roles.

- Headed multidisciplinary teams (along with respective product managers) to create the Bolt App (Charge point detection App). The Bolt App is a complex multipurpose app both for EV users and CPO's (Charge Point Operators). The app can also be used by charger owners to set price (with respect to energy dispensation etc)

- Headed multidisciplinary teams (along with respective product managers) to create B2B charging related products like the CMS (Charging Management system), VMS (Vendor Management system), FMS (Fleet Management system).

- Headed multidisciplinary teams (along with respective product managers) to create software powered hardware products like speedometer clusters. Smart speedometer clusters provide key insights to a user's experience with the EV and EV ecosystem in general.

- Headed Brand/design direction and worked with the marketing head/team regarding branding strategy, communication design and collaterals

Rinkled - Design Director/Company partner   2013 - 2022

I founded Rinkled in 2013 aiming for it to be a full service creative agency. The very ethos of the collective was to impart creative and memorable experiences with emphasis on connection, communication and innovation.

Projects under Rinkled included established corporate behemoths as well as exciting startups. A range of projects were undertaken that included a large spectrum of design disciplines, be it Web Design, UI, Corporate Branding, Communication Design, Graphic Design, Environmental Graphics and Product Design.

Some of the memorable projects headed, directed and executed were -

- **Accolite Digital - Dallas, London, Bangalore**

Visual Identity, visual design, brand partners, conceptualising brand ethos and visual communication strategy. Brand and design partner for creating Marketing collaterals and strategy for digital marketing campaigns (landing pages, brand videos, brand creatives, social ads, emailers and campaign concepts)

Website Design and execution - UI and UX design to optimise and scale brand presence, design strategy to optimise marketing strategies and reach

Internal communication/Visual design

End to end project management and execution

- **MBI Digital - Pan America**

  Visual Identity, brand partners and conceptualising brand ethos and visual communication strategy

  Brand and design partner for creating Marketing collaterals and strategy for digital marketing campaigns which include landing pages, brand videos, brand creatives, social ads, emailers and campaign concepts

  Website Design and execution - UI and UX design to optimise and scale brand presence, design strategy to optimise marketing strategies and reach

  Internal communication (design and brand collaterals)

  End to end project management and execution

- **AeonLife - Delhi**

  Visual Identity, brand partners and conceptualising brand ethos and visual communication strategy

  Brand and design partner for creating Marketing collaterals and strategy for digital marketing campaigns which include landing pages, brand videos, brand creatives, social ads, emailers and campaign concepts

  Website Design and execution - UI and UX design to optimise and scale brand presence, design strategy to optimise marketing strategies and reach

  Internal communication (design and brand collaterals)

  End to end project management and execution

- **Cuberoot Technologies - Gurgaon**

  Visual Identity - Conceptualising and designing Brand Visual identity and visual communication strategy

  Marketing collaterals and strategy for digital marketing campaigns (Cuberoot being a data and marketing company itself) which include ideation, brand creatives, social ads, campaign concepts

  Website Design and execution - UI and UX design to optimise and scale brand presence, design strategy to optimise marketing strategies and reach

  End to end project management and execution

- **PricewaterhouseCoopers - Pan India**

  Visual Identity - Brand positioning and visual communication strategy

  Pan India Facilities Branding

- Apart from the above examples various visual design projects were undertaken (end to end) from reputed firms like **Aon Hewitt, Reckitt, Ecom Express** and many more (for more details kindly visit **here**)

Adroit Labs - Head of Design   2017 - 2018

Adroit Labs was a partner company to Xeye Innovation + Design. A full service UI/UX, technology firm, the vision was to create and enable bleeding edge experiences combining human elements and digital elements to be singular and seamless.

- **KPMG**
  P.I.V.O.T project management and data visualisation tool - Comprehensive digital software including web and mobile app, Branding, Product, UI/UX Design.

  Metrics 360
- Project management and data visualisation tool - Comprehensive digital software including web and mobile app, Branding, Product, UI/UX Design.

Xeye Innovation + Design - Design Director   2017 - 2018

Xeye Innovation + Design is a full service Branding and Communication Design studio in Gurgaon, India. The key goals during my tenure as the creative head of the agency was to envision and execute a fast paced, dynamic, fluid and efficient creative culture ready to service some of the biggest brands there are. Below are an assortment of some projects we worked on :-

- **Barclays Global Service Centre - Noida, Pune, Chennai**
  Risk Management - Web and mobile application
  Full Facilities Branding (Noida, Pune, Chennai)
  'Be More@ Barclays' Campaign - Internal and External branding, short films
  'Hackathon' Campaign - Internal and External branding

- **Barclays Shared Services - Noida, Pune**
  Full Facilities Branding, Corporate branding (Internal),Visual communication.

- **Barclays Global Service Centre - Pune, Chennai**
  Full Facilities Branding, Corporate branding (Internal),Visual communication

- **Barclays Technology Centre - Pune**
  Full Facilities Branding, Corporate branding (Internal),Visual communication

- **Afflatus Group - Delhi**
  Brand partner. Website Design/execution and launch, Corporate Rebranding, Brand Identity

Via Design - Senior Consultant - Creative and communication   2009 - 2013

Via Design is a multi-disciplinary architecture and interior design firm from New Delhi, engaged with a broad spectrum of client across India and Asia.

- **Naukri.com** - Concept design lead, Spacial design lead, facilities branding lead (noida)

- **Fluor Daniel** - Concept design/Graphic Design lead, facilities branding lead (Gurgaon)

- **Adidas** - Concept design/Graphic Design lead, Spacial Design lead, product and furniture design consultant, facilities branding lead (Gurgaon)

- **Tata Consultancy Services** - Furniture Design and facilities branding (Goalpahari, Delhi)

- **Ernst and Young** - Concept design lead, Spacial design lead, facilities branding lead (Gurgaon)

- **Initto** - Concept design lead, Spacial design lead, facilities branding lead (Gurgaon)

- **Sunlife Insurance** - Concept design/Graphic Design lead, facilities branding lead (Gurgaon)

- **Ericsson** - Concept design/Graphic Design lead, Spacial Design lead, product and furniture design consultant, facilities branding lead (Gurgaon, Noida, Lucknow, Kolkatta)

- **Make my Trip** - Concept design lead, Spacial design lead, facilities branding lead (Gurgaon)

- **Vodafone** - Concept design lead, Spacial design lead, facilities branding lead (New Delhi)

- **Adidas** - Corporate Architectural Guidelines - Design and project head

- **Espire India** - Concept design/Graphic Design lead, facilities branding lead (New Delhi)

- **Via Design** - Branding and Web Design (version 2009-2017)

Education

Indian Institute of Management (Kozhikode) - Design Thinking and Innovation Management   **2020-2021**

Istituto Europeo di Design (Turin, Italy) - Industrial Design   **2006-2009**

Other (education)

Delhi College of Arts and Commerce - Bachelors of Arts   **2003-2006**

The Mother's International School - Primary, Middle and High School   **1989-2003**

Additional

DOB - 13/12/1983

Languages - English, Italian (intermediate), Chinese - Mandarin (beginner), Japanese (beginner), Hindi, Bengali.

Skills - Figma, Photoshop, Illustrator, Indesign, XD, Adobe creative Suite, MS Office Suite, Miro, Jira, Asana, Autodesk Alias, Spline, Touch designer, Rhino (intermediate), Keyshot, Premier Pro, After effects, Blender (intermediate), Procreate, hand sketch/ideation and many more.

References available on request.