CREATIVE HEAD & DESIGN CONSULTANT · NEW DELHI, INDIA

EMAIL ↗ PORTFOLIO ↗ BEHANCE ↗ LINKEDIN ↗

SIDDHĀRTH

Brand, Packaging & Product. *Built solo.*

10+ YEARS · 2016–2026 · STUDIO ODD EVEN

01 Identity	02 Packaging	03 Campaigns	04 Product
Logos, type & brand books	Cartons, bottles & retail	OOH, kiosks & exhibitions	UI systems & full-stack apps

01 // TRACK RECORD Leadership & *Impact*

IN-HOUSE HEAD & INDEPENDENT DIRECTION

2024 – PRESENT	**Studio Odd Even** *Founder & Design Consultant*	Independent brand, packaging & digital product studio. Built and shipped ODD/EVEN — a self-hosted paper-trading platform (Python, PostgreSQL, Oracle Cloud) alongside consumer brand systems.	SOLO DIRECTION
2025	**AGM Ethos Limited** *Creative Head*	Directed The Odyssey of Time — India's first travelling luxury horology exhibition and 24-spread editorial publication across spatial, print, and digital touchpoints.	24 SPREADS
2024	**MARS Cosmetics** *Creative Head*	Authored the master brand book, packaging architecture, 50+ nationwide retail kiosks, and the MARS x Frankfinn 450+ attendee national activation.	2.5M+ SCALE
2022 – 2023	**Coding Ninjas** *Brand & UI Direction*	Redesigned the master identity, sub-brand architecture (/studio, /job-bootcamp), and high-conversion Career Camp web platform.	150K+ ALUMNI

02 // CRAFT Capabilities

01	Brand Identity & Master Guidelines
02	Structural Packaging & Print Production
03	Retail Kiosks & Exhibition Scenography
04	Campaign Art Direction & Key Visuals
05	Product UI, Design Systems & Web
06	Self-Hosted Apps (Python · PostgreSQL)

01–04 // OPERATING SYSTEM

01 · Direction
Positioning & visual territory

02 · System
Type, color, grid & rules

03 · Craft
Packaging, UI & motion

04 · Ship
Print-ready & live code

03 // ARCHIVE Selected *Work*

18 SHIPPED CASE STUDIES

01	**MARS** Visual Identity Guidelines	LOGO DESIGN	2024
02	**ODD/EVEN** Self-hosted Paper Trading App	PRODUCT DESIGN	2026
03	**FanClash** Fantasy Esports Brand System	BRAND IDENTITY	2026
04	**Coding Ninjas** Visual Identity Guidelines	LOGO DESIGN	2023
05	**The Odyssey of Time** Exhibition Identity	EXHIBITION IDENTITY	2025
06	**Housr** #HomeForAll Campaign	CAMPAIGN	2020
07	**MARS x Frankfinn** Campaign Design	CAMPAIGN	2024
08	**Career Camp** Website Revamp	UI DESIGN	2022
09	**Thunderbolt** Beer Identity & Packaging	PACKAGING	2020