

Arnit Manchanda



SENIOR VISUAL & BRAND DESIGNER · INFORMATION DESIGN & ART DIRECTION

India · Open to relocation across the EU · Employer-sponsored work authorisation required
+91 84488 15048 · manchanda.arnit@gmail.com
Portfolio: arnitmanchanda.com · LinkedIn: linkedin.com/in/arnitkaurmanchanda

PROFILE

Senior multidisciplinary designer and design manager with 6+ years shaping brand identities, visual systems, editorial design and data-driven communication for Fortune 500 clients and consumer brands. Currently lead information design within Material's Global Design team, partnering with US and UK stakeholders across complex enterprise engagements. Experience includes a 560+ asset brand illustration system, a brand refresh rolled out across 50+ live assets, modular systems that reduced design turnaround by 25–35%, and direction and mentoring of designers. Educated and previously worked in Warsaw.

CORE EXPERTISE

BRAND & VISUAL Brand Identity · Visual Identity Systems · Art Direction · Editorial & Publication Design · Illustration · Motion Graphics · Campaign & Social Design

SYSTEMS & STORY Design Systems · Information Design · Data Visualisation · Infographics · Visual Storytelling · Template & Asset Systems · Presentation & Pitch Design

PRACTICE Creative Direction of Execution · Client & Stakeholder Management · Cross-functional Collaboration · Mentoring & Team Leadership · Design Operations

PROFESSIONAL EXPERIENCE

Material

Dec 2023 – Present

Manager, Information Design · promoted 2026; joined as Senior Information Designer, Strategy & Insights

US / UK enterprise design consultancy · Remote from India, embedded with US and UK teams and clients · Fortune 500 client base, confidential under NDA

Sectors: SaaS · Technology · FMCG · Healthcare · Consulting · Finance & Fintech · Entertainment, Film, Streaming & Gaming · Hospitality & F&B · Fashion · Security

- Promoted to Manager within the Global Design team; set information design direction and mentor designers across accounts.
- Own end-to-end visual systems across 300+ enterprise engagements for 20+ Fortune 500 clients.
- Redesigned the studio's modular template framework, cutting project turnaround by 25–35% and enabling consistent brand execution across accounts.
- Translated a client white paper on agentic AI into a typographic editorial system with 12+ custom data visualisations, setting the visual standard for subsequent thought-leadership releases.
- Designed high-stakes proposal and credentials decks that achieved a 90% win rate on new-business pitches.
- Streamlined internal knowledge systems, saving the team 6–8 hours per week.

UpGrad Enterprise / Harappa

Oct 2021 – Dec 2023

Senior Visual Storyteller & Editorial Lead · promoted from Visual Artist within 12 months

Delhi, India · US and India-based teams

Sectors: EdTech · Education · Digital Learning · Publishing

- Delivered brand identity and 560+ mixed-media illustrations across a 75-title book series, LMS platform, print and merchandise ecosystem.
- Led a brand refresh across 50+ live assets spanning B2B and B2C channels.
- Directed editorial design systems across 10+ digital learning modules, contributing to measurable gains in learner comprehension and completion.
- Built scalable social media design systems that drove a sustained 10–20% engagement uplift.
- Integrated motion and interactive infographics, achieving 20% higher engagement versus static equivalents.

Independent Design Consultancy

Jan 2020 – Present

Design Consultant · freelance, concurrent with full-time roles

Branding, motion, digital and content · Teams of 3–5

Sectors: F&B · Hospitality · Government · Education & EdTech · Real Estate · Wellness · FMCG · Finance · Renewable Energy · Fashion

- Created the full brand identity for Uwolnić Kury, a Warsaw-based Asian vegan restaurant, spanning identity, menus, signage and food illustration.
- Delivered 8+ multi-phase branding, motion and digital projects end-to-end for 20+ clients, directing teams of 3–5.
- Selected clients include Mastercard, Amway, Bloom Hotels, Oriflame, Home Centre, AAFT, government bodies, hospitality and wellness brands.

Sub Restaurants Systems

Jan 2020 – May 2021

Marketing & Communication Assistant

Warsaw, Poland · First professional design role in an EU corporate environment

Sectors: F&B · Restaurants · Corporate Communications

- Standardised internal communications and training materials across a multi-location F&B operation.

SELECTED CLIENTS

Mastercard · Amway · Bloom Hotels · Oriflame · Home Centre · AAFT · Government bodies · Fortune 500 clients under NDA

TOOLS & TECHNICAL

TOOLS Figma · Adobe Illustrator · InDesign · Photoshop · After Effects · Premiere Pro · PowerPoint · Keynote · Procreate · HTML/CSS (working knowledge)

AI TOOLS Adobe Firefly · Midjourney · Higgsfield · ChatGPT · Claude · Gemini · Google AI Studio · NotebookLM

EDUCATION

Polish-Japanese Academy of Information Technology (PJATK)

2018 – 2021

BA New Media Arts · Visual Communication & Design

Warsaw, Poland · Conducted in English · Final grade 4.84 / 5.0

RECOGNITION & EXHIBITIONS

Unity Value Award, Material

2024

Annual company-wide award, peer and leadership nominated; received within first year for contribution to design practice and team culture.

The Civic City / Inscriptions · Palais de la Porte Dorée, Paris

2019

Information design research documenting 20 historic public clocks and sundials across Warsaw; exhibited internationally.

LANGUAGES

English · C1, fluent Hindi · native Polish · A1 Spanish · A1, learning