

# Akshatha Nagendra

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## EXPERIENCE

### The Third Perspective | Head of Brand & Design

March 2025 - March 2026

- **Designed the end-to-end brand experience**  
Crafted the company's identity, digital presence, communication systems, and client-facing touch points to create a cohesive and differentiated brand.
- **Built clarity around a complex consulting offering**  
Translated psychodynamic consulting, coaching, and leadership development services into accessible narratives, visual systems, and engaging experiences.
- **Created business development tools that supported growth**  
Designed sales decks, service brochures, partnership handbooks, workshop materials, and client-facing resources that enabled stakeholder conversations and partnership opportunities.
- **Collaborated on business growth initiatives**  
Supported partnership development, service positioning, and market-facing communications through strategic design and brand thinking.

### TNC (Think North Consulting) | Junior design consultant

July 2022 - Sep 2023

- **Designed impactful digital solutions**  
Created mobile/web app interfaces, sales decks, and landing pages for a multi-wallet card-based Insurtech platform.
- **Led branding initiatives**  
Future & AI: Built the brand identity for India's largest AI community with over 100k enthusiasts.  
GoEV: Delivered logos, vehicle prints, and social media assets for an EV logistics provider serving clients like BigBasket.

### Unsalted by ak | Founder & Designer

2017 - 2020 (Banaglore / Singapore)

- Built a bespoke cake business that turned desserts into experiences through a unique customer profiling process.
- Delivered 3+ cakes and treats weekly, maintaining a four-figure monthly revenue and serving high-profile clients in TV, literature, and business.
- Oversaw all aspects of the business, from inventory and client engagement to social media growth (scaled Instagram from 0-1,100 followers twice).

## INTERSHIPS

### Oberoi Hotel | Pastry Chef- Trainee

Feb - April 2017

- Trained in the pastry department of a prestigious 5-star property, gaining hands-on experience in mise en place, production assistance, plating & presentation, R&D, quality control, and event support.
- Developed unique flavor profiles for pastries featured in the exclusive Sunday brunch.
- Led bread production to meet daily demand and curated a specialty bread menu for a high-profile wine-tasting event.
- Earned recognition from the head chef for strong work ethic and creativity, leading to a full-time job offer.

### Levis Strauss | Marketing Intern

Summer 2015

- Collaborated with Levi's marketing leadership, bridging classroom knowledge with practical application.
- Engaged with design agencies to finalize campaign visuals.
- Contributed to a social media campaign for a new product launch (City Tees).
- Implemented geo-tracker across all Indian outlets to optimize store discoverability, aiming to boost sales.

## EDUCATION

01/2024 - 05/2024

### Design Up-skilling

10k designers- live cohort based course

01/2022 - 04/2022

### Learn from UI Design Course

Certification in a comprehensive course on all things UX/UI.

07/2016 - 12/2016

### Diploma in Patisserie

Lavonne Baking School, Bangalore, India

04/2013 - 05/2016

### Bachelor of Business Management - Specialised in Marketing

Mount Carmel Collage, Bangalore, India

## SKILLS

Core

User Experience, User Interface Design, Fundamentals of User Research, Basic Prototyping, Usability testing, Strategy, Design systems, People management, Public Speaking

Software

AI tools- claude, codex, google veo, Figma, Sketch, Trello