



rishi neal arora

ABOUT



Hi. My name is Rishi Neal Arora. I'm a Design Director with over 12 years experience working on high-profile campaigns within the financial, e-commerce, and technology industries. My design work has appeared on global news channels, busy train stations, corporate offices, and across thousands of e-commerce websites.

I'm currently a *Design Director* at Cognaze. I am responsible for designing and developing the look and feel of the Cognaze brand as the company evolves from start-up to scale-up. My primary responsibilities include redesigning and implementing our brand identity, and developing all creative assets for upcoming marketing campaigns, collateral, sales presentations, office design and more.

Previously, I worked as a *Brand Design Director* at Wunderkind. At Wunderkind, I was responsible for all brand-related work, both internal and external. Whilst in this position, I designed numerous booths and related materials for Wunderkind's 2022 conference presence, particularly at Shoptalk, Etail West, Etail Europe, Digital City, Draper's Future of Fashion, and Retail Week Live.

As *Brand Design Director*, I oversaw the visual design of Wunderkind's major marketing initiatives. In 2022, I worked on Wunderkind's Black Friday Cyber Monday campaign, as well as their CMO State of the Union initiative.

Whilst in this role, I also worked on a global office branding project. This included the consistent branding across all of Wunderkind's

offices in New York City, London, Indianapolis, Amsterdam and now Montreal. I designed and art directed everything from conference wall murals, entrance wall graphics, office signage, and neon signs.

Whilst in this role I also managed a team of 4 brand designers. I coached them via regular 1:1s, reviewed their work, and set long-term objectives to address their individual career pathing goals.

Prior to the *Brand* role, I worked as a *Lead Client Experience Designer* at Wunderkind. In this position, I created thousands of onsite and email graphics for hundreds of clients spanning various industries. As *Lead Designer*, I partnered with digital creative teams at companies like Saint Laurent, Lufthansa, Ray-Ban, and Uniqlo, to design experiences that drove users to convert.

In 2012 I worked as a *Studio Designer* at Bloomberg. Whilst at Bloomberg I worked on a Grand Central Station takeover project. I collaborated with the team to ensure designs worked across a wide range of placements within the station. I also was the primary designer for Bloomberg LINK, designing materials for their conferences and events in 2012.

CAREER HIGHLIGHTS

Design Director / Cognaize

London, UK / January 2023 - Present

- Responsible for designing the look and feel of the Cognaize brand
- Develops creative assets for marketing campaigns, marketing collateral, sales presentations, office design, and more
- Collaborates with and presents work to the Chief Marketing Officer, Chief Executive Officer, and Founder

Brand Design Director / Wunderkind

London, UK / January 2022 - December 2022

- Oversees Wunderkind brand-related work, both internal & external
- Manages a team of brand designers across continents, & nurtures their professional development via coaching, performance management, & career pathing
- Designs all visual work related to Wunderkind's conference presence & global marketing initiatives
- Trains new Wunderkind hires on Wunderkind brand

Director of Design, EMEA / Wunderkind

London, UK / January 2021 - December 2021

- Oversaw the strategy, process, & execution of all client creative campaigns & initiatives undertaken in the EMEA region
- Managed the creative relationship with EMEA-based clients; identified their goals, presented work, & prioritised brand elevation
- Oversaw a team of strategic client designers
- Allocated team resources based on skillset, bandwidth, & business goals

Senior Design Manager / Wunderkind

London, UK / January 2018 - December 2020

- Managed designers based out of the London office
- Provided art direction to designers to ensure Design Team output was created efficiently and at the highest quality
- Hired & onboarded new designers to join the EMEA team based in London

Lead Designer / Wunderkind

London, UK / September 2014 - December 2017

- Led the design & execution of client campaigns per brand styleguides in order to achieve client business goals
- Created digital web-based advertisements for high-end brands such as Lufthansa, Saint Laurent, Oakley, Uniqlo & Ray-Ban

Senior Graphic Designer / Wunderkind

New York City, USA / January 2013 - August 2014

- Hired as employee #6 (currently there are 950 employees)
- Built the design team from scratch (the sole team member in 2013, now there are 60+ designers)
- Developed Wunderkind best practice design standards whilst designing creatives for a variety of clients based on client brand standards

Studio Designer / Bloomberg LP

New York City, USA / August 2011 - January 2013

- Created both print & digital marketing materials for internal marketing agencies within Bloomberg LP, including a Grand Central Station takeover campaign
- Designed assets for Bloomberg LINK conferences

Experience Design Associate / Brightline iTV

New York City, USA / December 2010 - August 2011

- Created interactive interfaces for use on television, based on various client brand styles

Latin America Research Associate / STR Responsible Sourcing

Los Angeles, USA / January 2008 - August 2009

- Created labor law profiles for Latin American countries

Reporting & Analytics Coordinator / Kaplan Incorporated

Los Angeles, USA / July 2007 - January 2008

- Created monthly projections for Directors in the Kaplan Medical division

OTHER HIGHLIGHTS

Education

MSc Design & Digital Media / University of Edinburgh

Edinburgh, UK / September 2009 - September 2010

BA Global Business / University of Southern California

Los Angeles, USA / September 2002 - May 2007

Minor Music Recording / University of Southern California

Los Angeles, USA / September 2002 - May 2007

Skillset

Adobe Creative Suite

Photoshop	Illustrator	InDesign
Flash	Dreamweaver	Bridge

Other Design Software

Sketch	Figma
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Programming Languages

HTML	CSS	JQuery
Javascript	Actionscript	ColdFusion

Office Software

Word	Excel	Powerpoint
Gmail	Outlook	Zoom
GCalendar	GDrive	GSlides
Confluence	Namely	Wrike

Awards / Memberships

Wunderkind - Respect People, Privacy, Ideas Award / Q4 2021

Wunderkind - Carry Each Other Award / Q3 2018

American Institute of Graphic Arts (AIGA) / 2010 - Present

USC Renaissance Scholar / May 2007

USC Dean's List / 2005 - Spring 2007

Qualstar / August 2006

Interests

Music Performance

Guitar, Piano, Bass, Drums, Tabla and Sitar

Writes music for and tours with band, Signal Hill signalhillmusic.com

Writes and records music for band, Sky is Alright skyisalright.com

Writes and records music for band, WESAYYES wesayyesband.com

Art Practice

Paints large scale compositions using acrylic and oil on canvas.

Creates geometric giclee prints.

BRAND PORTFOLIO



Lufthansa

BOSS
HUGO BOSS



SAINT LAURENT



Champion

Bloomberg

HEAL'S

Sky is Alright

SIGNAL//HILL

beatport

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Wunderkind



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Samsonite



north/end



spirit



PROJECT WORK

PROJECT 1



Lufthansa

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PROJECT 1

Signal Hill Alturas LP

Project Description

My freelance design work is focused mainly on design for bands. One of my regular clients is Signal Hill, a four-piece post rock band originally from Los Angeles, California. I worked on a 360 design project for their third studio album release, "Alturas", in 2016.

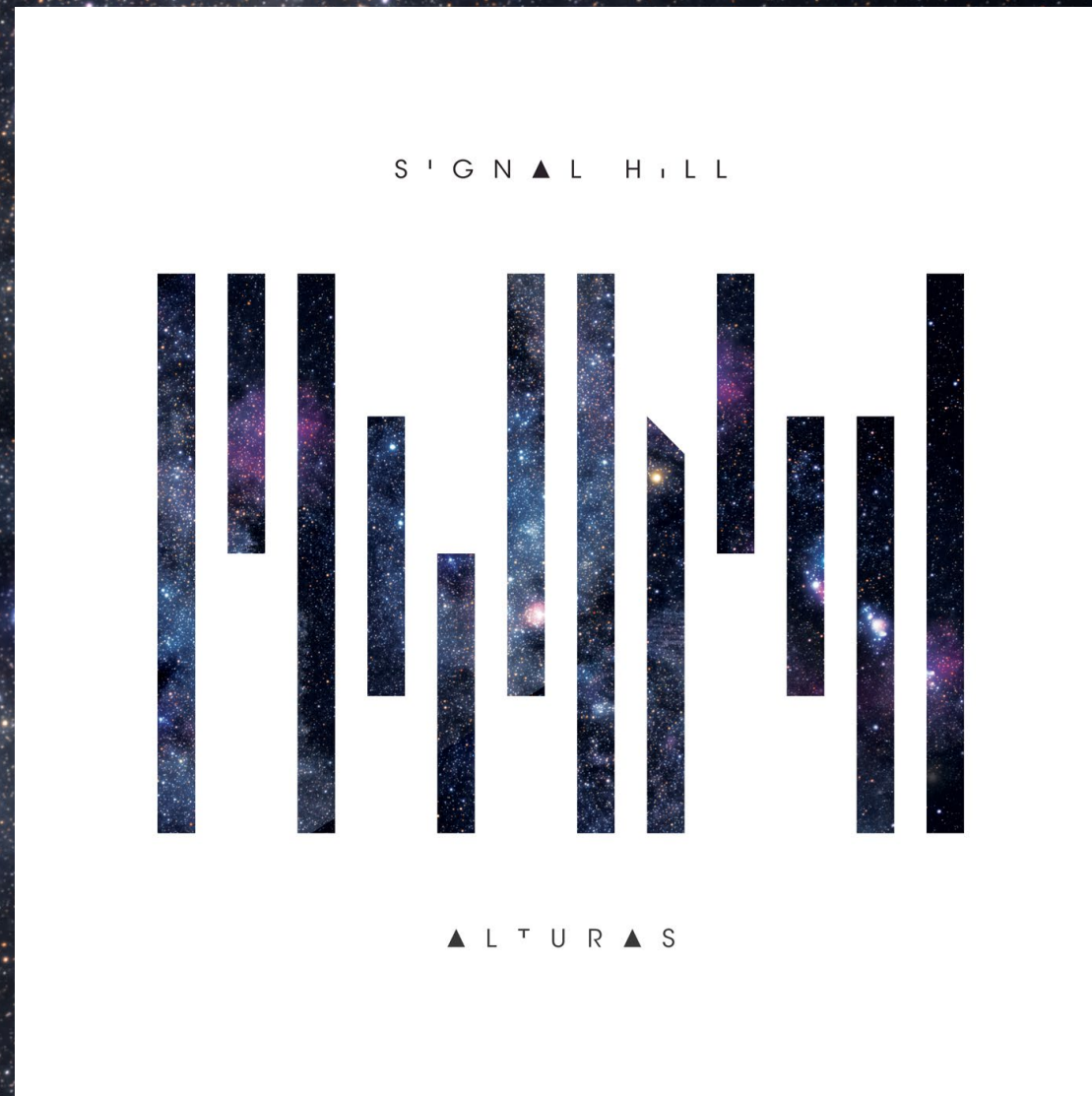
The album was a departure from Signal Hill's normal post-rock sound. Specifically, they began to add more synthesizers and spacey keyboards to their compositions. They also cited Carl Sagan as being a huge influence for them in making this record.

Contributions

I led this design project from start to finish, conceiving the initial idea, and executing on all aforementioned deliverables.

Tools Used

Photoshop / Illustrator



PROJECT 1

Signal Hill Alturas LP

I infused this idea of “infiniteness” into the artwork. Alturas means heights in Spanish. And there is nothing higher than the vastness of the cosmos.

The cover art features a plain white background, with all focus on a bar graphic that reveals the cosmos hidden underneath. As humans we only know a small amount of what the cosmos has to offer. This is shown by what is revealed within the bar graphic.

Shown here is the vinyl package. The bar graphic appears as a motif throughout the package, and is a nod to Led Zeppelin's *Presence* vinyl package design.



PROJECT 1

Signal Hill Alturas LP

The bar graphic was done as a lathe cut into the cover itself. Once the record is opened, one can pull out the insert, revealing all that the cosmos has to offer.

Looking back at these designs, one thing I would have done differently would have been to position and size the word "ALTURAS" on the insert, similar to how it appears on the front cover. That difference in scale and position between the front cover and the insert bothers me when I look at this image.



PROJECT 1

Signal Hill Alturas LP

Because the band has been together for over 15 years, they already had an established visual identity, specifically a logomark.

However as mentioned before, since this record was a departure in terms of their sound, they requested that I create a new logo specifically for the album.

The logo was done using a very loose kern. This gives the appearance that the glyphs are literally floating in space.

I created a set of rules to govern the type: All As were to be triangles, All Os were to be circles, All Is were to be cut in half (either from the top or bottom), and all Ts were to have half of their main stroke removed.

The last two rules really allowed the type to come alive. Because the Is and the Ts appear unfinished, there is some movement that is subtly implied.

These type rules were applied to the full album tracklist on the back cover, as shown here. The visual tilt of the tracklist is a result of the photograph itself (and not part of the intended design).

S ' G N ▲ L H I L L



PROJECT 1

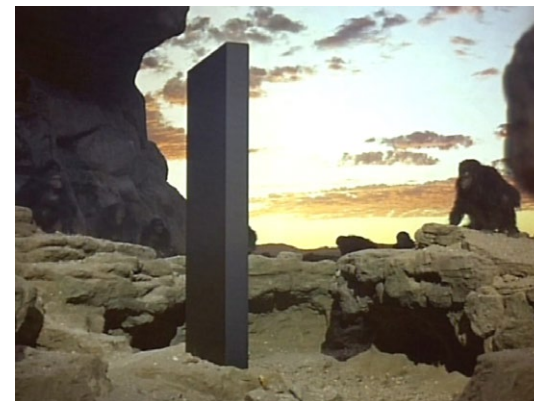
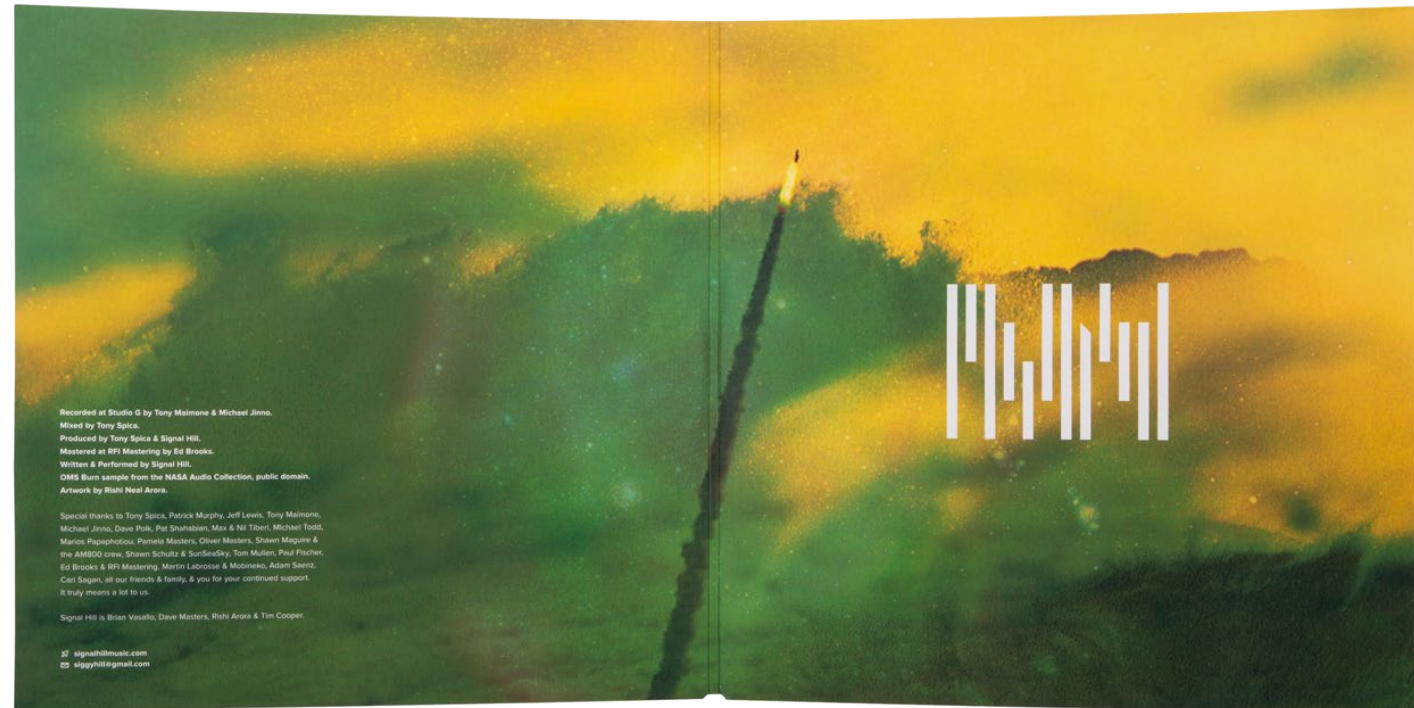
Signal Hill Alturas LP

When designing a gatefold LP package, I always try to embed something different inside. There should be a “WOW” moment, when the vinyl package is opened (as this moment does not exist anywhere else in the physical music experience),

Shown here is my attempt at a “WOW” moment for this Alturas LP design. These colours do not appear anywhere else in the artwork, so it does have this unexpected, yet effective feeling.

The sense of scale in the image is meant to be dramatic, to show the size of man (or in this case a manmade object) against a backdrop of the vastness of the sky, or space.

I should also note that the inspiration behind the bar graphic came from the monolith in the Kubrick film, *2001: A Space Odyssey*. It alludes to some synthetic, foreign object that is beyond the scope of human understanding.



PROJECT 1

Signal Hill Alturas LP



Part of the Alturas design brief was to create merchandise that would be packaged with vinyl and CD orders. Shown here are corresponding t-shirts and tote bags that were made to complement the release.

PROJECT 2



Lufthansa

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Sky is Alright

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PROJECT 2

Heals Digital Suite

Project Description

While working as a *Lead Designer* at Wunderkind, one of my clients was the British furniture retail company, Heal's.

Heal's needed help capturing emails from their user base. To address this, I decided to create a handful of onsite email capture creatives, as well as content-heavy emails to keep users engaged.

The creative to the right is a "full-screen" email capture creative that appears when a user navigates towards the back button whilst on the Heal's desktop site. The mobile version of the creative has the image removed, in order to increase overall legibility on this smaller device.

Contributions

I conceptualized and designed all onsite and email experiences shown, using brand specific fonts, colors and imagery. I also designed all UI elements based on client standards, and led the creative presentation to client.

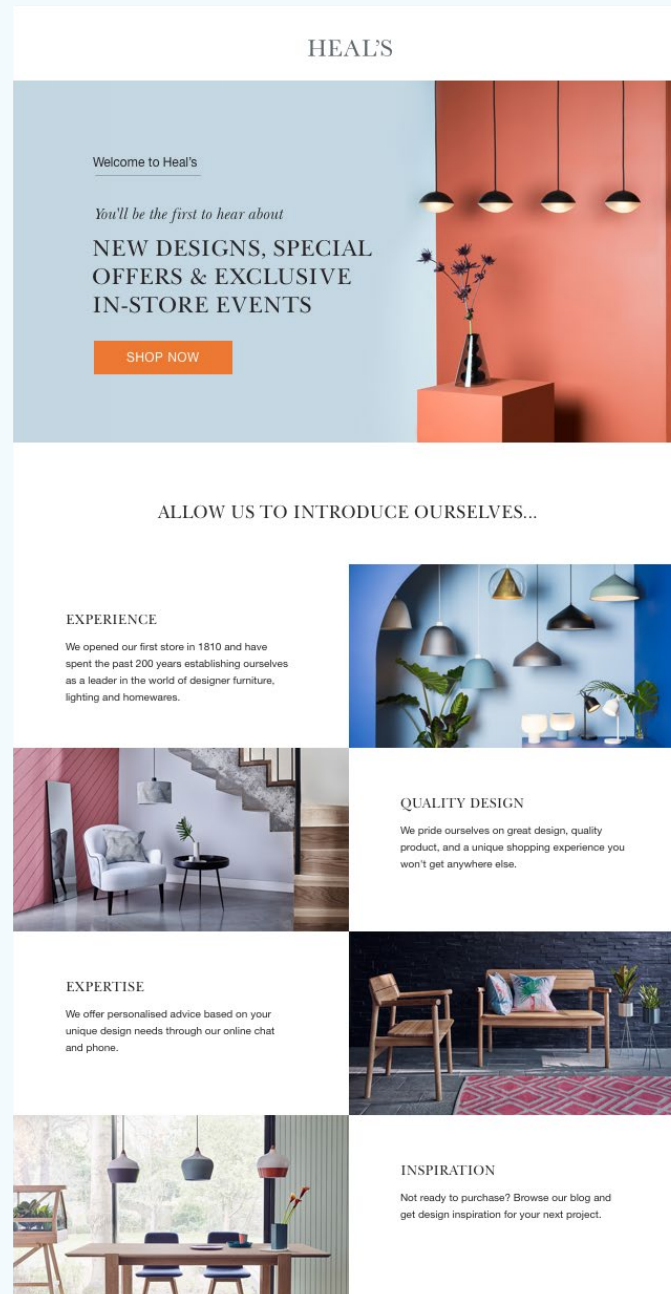
Software Used

Photoshop / Sketch / HTML / CSS



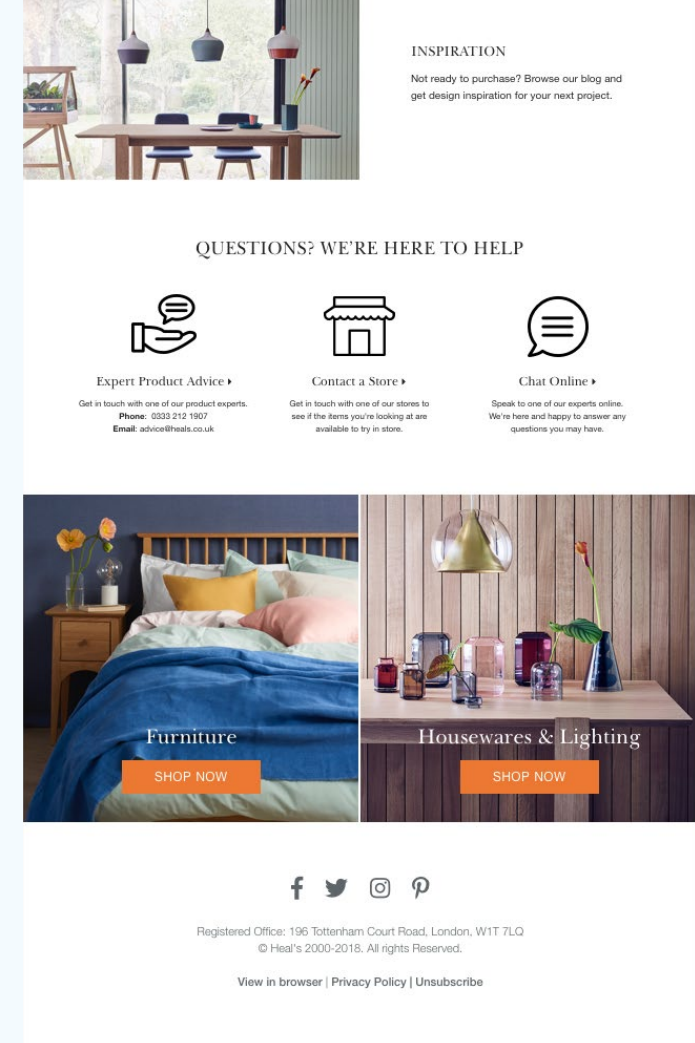
PROJECT 2

Heals Digital Suite



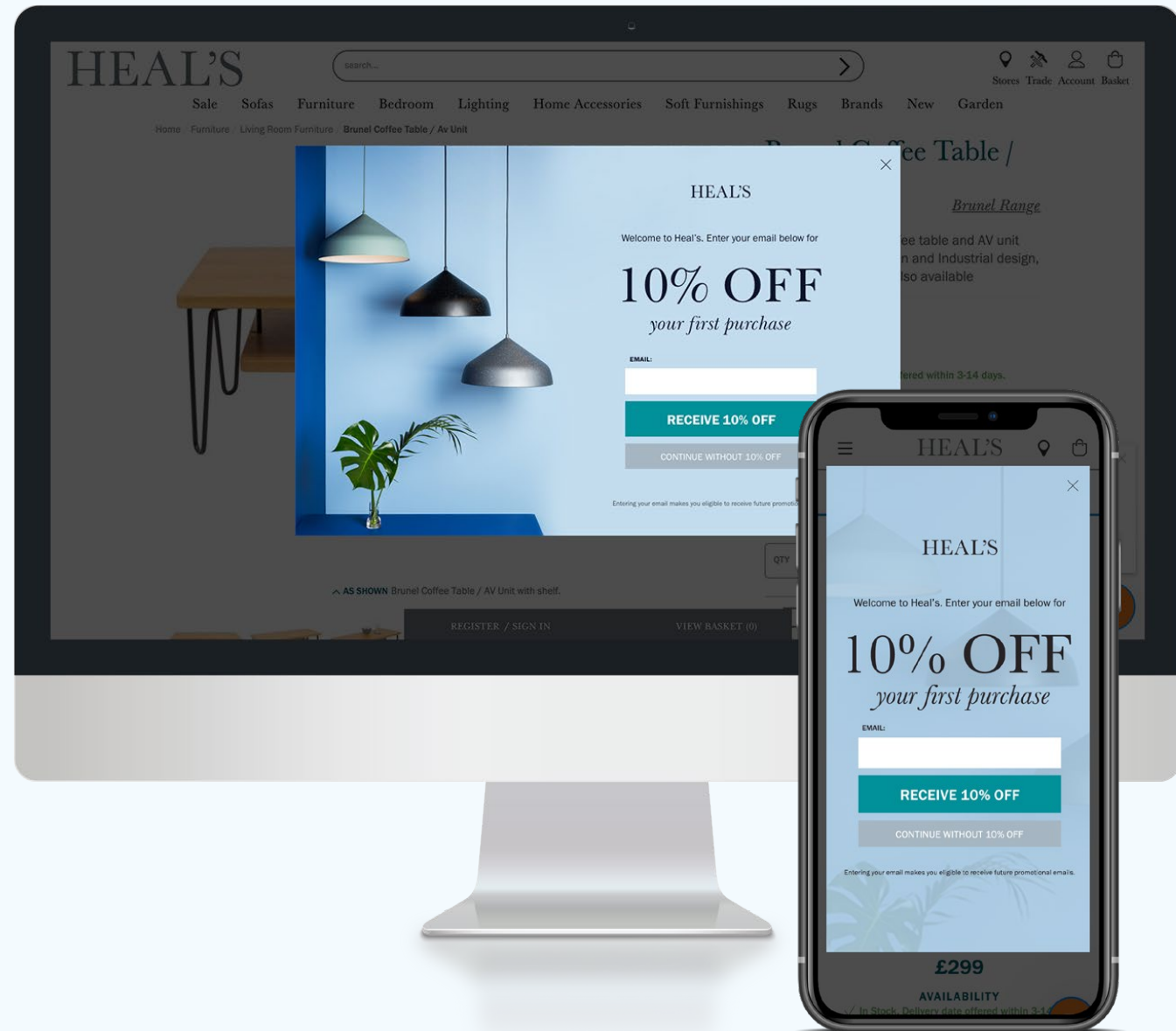
The email shown to the right was designed in conjunction with the onsite creatives from the previous page. Once a user engages with the onsite experiences, they are sent an email similar to the one shown here.

In order to retain a consistency in experience, the emails feature the same overall look and feel from the onsite experience (specifically via the hero image at the top).



PROJECT 2

Heals Digital Suite

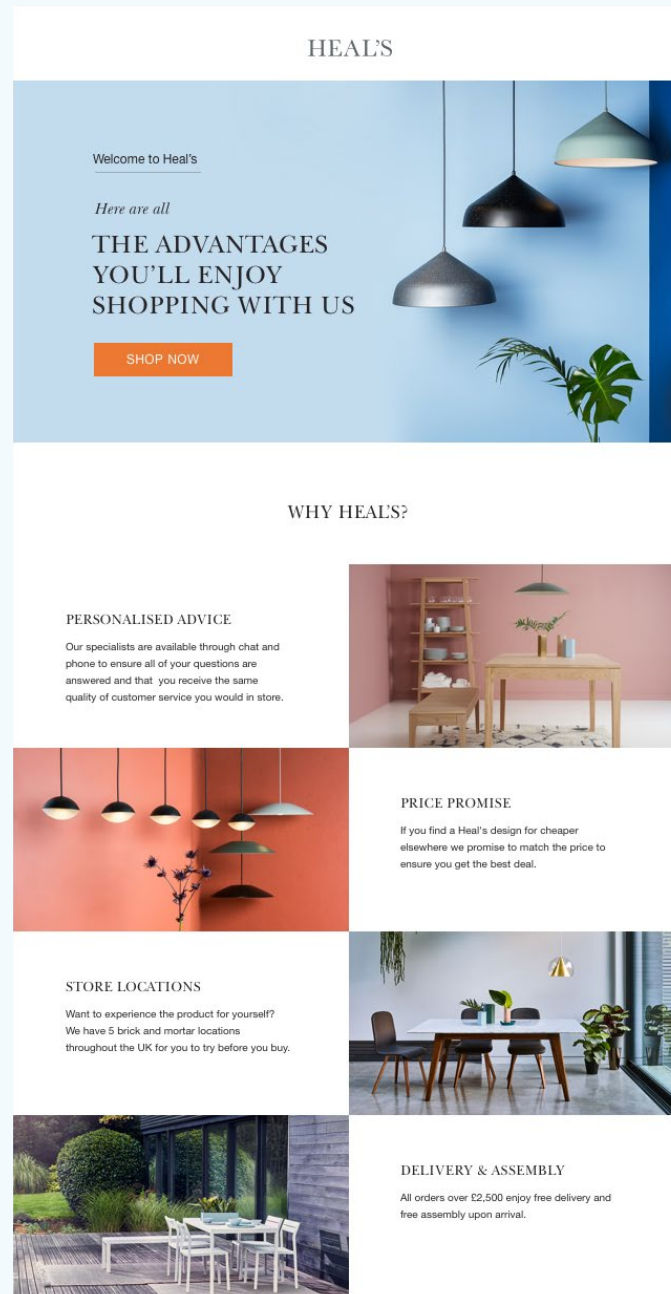


Heal's has a plethora of gorgeous, hi-res images of their products. As such, I wanted to create an additional creative experience showcasing a "cooler" blue image from their library.

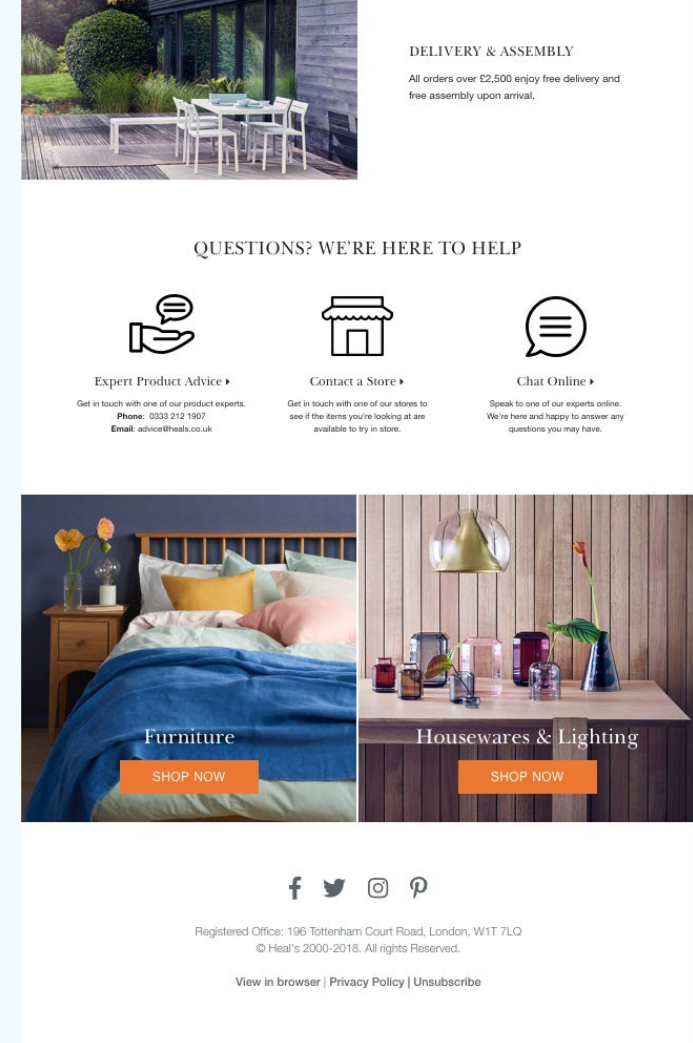
This is an onsite overlay experience offering the user a 10% discount on their order.

PROJECT 2

Heals Digital Suite



This is a behavioral welcome email designed to work in conjunction with the onsite creatives shown on the previous page.



PROJECT 3



Lufthansa

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PROJECT 3

Global Office Branding

Project Description

While transitioning to the *Brand Design Director* role at Wunderkind, I was brought in to work on a global office branding project. Wunderkind has offices in New York City, London, Indianapolis, Amsterdam, and now Montreal. We also have a vibrant brand styleguide that features a very diverse colour palette, and exciting patterns. The idea was to bring this Wunderkind energy into our office spaces.

After being appointed into my new role, I was tasked with branding our global offices, ensuring consistency across all locations.

Contributions

I designed all wall murals and neon signage shown here and in the following pages. I should note that all patterns and colours are based on our Wunderkind styleguide, and all murals were hand-painted by an artist based in South London. I worked with our CEO for approvals, and art directed other brand designers.

Software Used

Photoshop / Illustrator



PROJECT 3

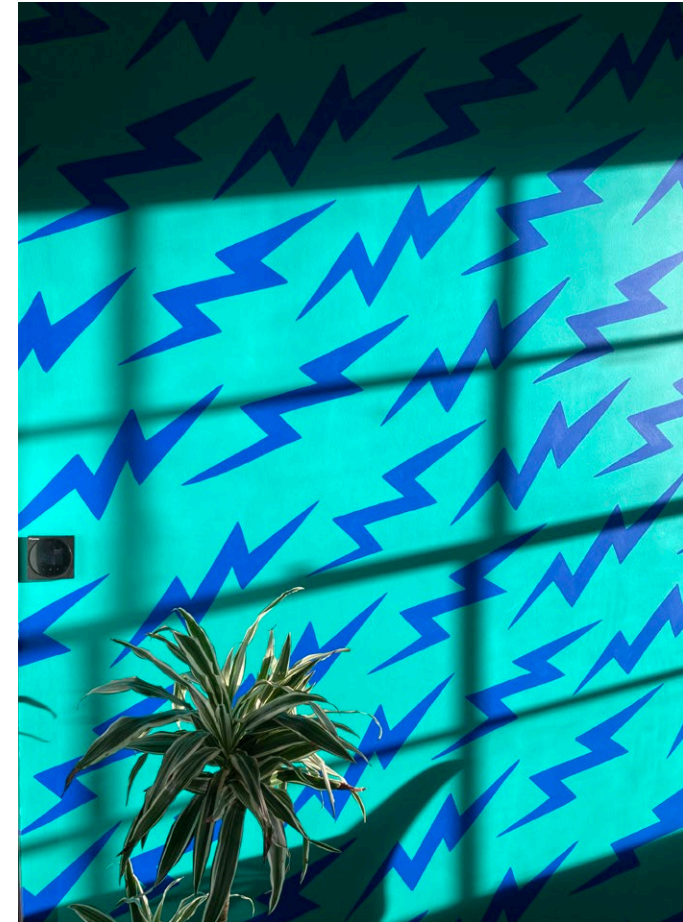
Global Office Branding

London

In the initial creative briefings with the CEO, we defined personas for each of the 3 meeting rooms within the London office.

The meeting room shown here was the “high-energy” room, to be used for shorter (30-minute) 1:1s or team meetings.

Given that creative brief for this particular room, I opted for one of our higher energy patterns featuring this lightning bolt. The peacock green used as the background colour really cuts through and liven up the room.



PROJECT 3

Global Office Branding

London

Wunderkind colours and patterns were applied throughout the rest of the London office. The design on the top left, dubbed “Desert Sunrise” by the CEO, is a bold statement as it lives on a pillar in the middle of the office space.

The mural shown on the top right is the London office entrance wall. The company name is clearly legible. I should note here that my colleague designed this mural, however I project managed that specific deliverable.

The lower left features our lounge vibe meeting room, and the lower right features our buttoned-up conference room (where client meetings are conducted).



PROJECT 3

Global Office Branding

London

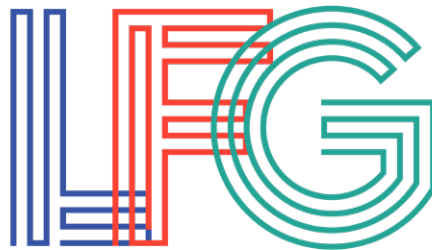
*Come Hungry
Like the Wolf*

The London office also included the two neon signs shown to the right.

One of Wunderkind's core values is "Come Hungry". And of course, there is an 80s reference here via the Duran Duran song "Hungry Like the Wolf". The type and colour used references the style of the 1980s. And the spelling of "Wolf" has to do with one of the London office employees. All in all, a fun piece.

The other neon design in the office showcases a company-specific inside joke. "LFG" is an acronym coined by the Wunderkind CEO. It stands for "Let's F*ckin' Go".

This neon sign is displayed in the London office kitchen, and reminds Wunderkinds that if things don't go as planned, rather than getting down, it's best to bounce back. LFG.



PROJECT 3

Global Office Branding

London



Lastly, as part of the London Office design, I worked to get these two gold-plated velociraptors for the space.

I measured out the space, and sent maximum dimensions to our dinosaur vendor based in China. I also picked out poses that were suitable for the space. These raptors have cousins in the other Wunderkind offices: a sabertooth tiger in Indianapolis, and a Tyrannosaurus Rex in NYC.



PROJECT 3

Global Office Branding

Indianapolis



Now we're moving across the pond to our Indianapolis office. Their conference and training rooms were in need of a splash of Wunderkind colour.

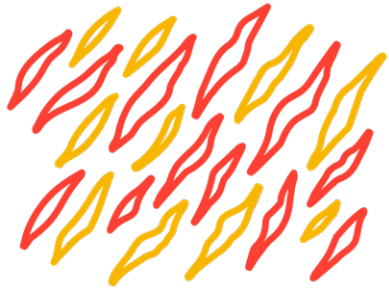
I designed the five murals shown to the right, bringing out our colours and patterns in interesting ways. In doing this, I also ensured that nearby rooms were done in different colours in order to keep things mixed up within the space.



PROJECT 3

Global Office Branding

Amsterdam



More recently, I worked on our Amsterdam office designs. This location is relatively smaller than the others, but still has ample space for a Wunderkind future wall (shown to the right), and a neon sign (shown above) appearing just atop the fireplace, and showcasing one of our relevant patterns.



PROJECT 4



Lufthansa

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Sky is Alright

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PROJECT 4

Sky is Alright Debut LP

Project Description

Sky is Alright is a transatlantic shoegaze band. They fuse alternative rock and grunge elements with breathy vocals.

The band was set to release their debut LP in Summer 2021. Prior to this the band had no visual identity. As such, this was to be an all-encompassing, 360 design project, including the following deliverables: band logo, album cover, singles covers (x3), remix and acoustic covers (x2), vinyl package, CD package, merch, social media posts, and Spotify canvas videos.

Contributions

I led this design project from start to finish, conceptualizing the initial idea, and executing on all aforementioned deliverables.

Tools Used

Photoshop / Illustrator / Paint and Canvas



PROJECT 4

Sky is Alright Debut LP

The cover was designed as a nod to Bauhaus design, echoing a style from previous decades. As Sky is Alright's music is a nod to the 1990s, their album art is a nod to the 1920s.

The cover art reflects the duality of the band. The two sisters (and corresponding two colours), hint at the transatlantic nature of the band, being comprised of two members, one in LA and the other in London. This duality is also reflected in the band's sound in which they balance loud instrumentation with soft vocals.

Shown here are digital mockups of the vinyl and CD packages. Many vinyl colour options were included in the mocks (including pink and mint coloured vinyl). In the end, the label and the band decided to move forward with white vinyl.



PROJECT 4

Sky is Alright Debut LP

In addition to the album cover art, the brief also included cover art for three singles, to be released in the months preceding the full album release date.

Pictured here are the singles (in chronological order) for the songs “Mistress Pessimist”, “Indigo Moon”, and the eponymous title track, “Sky is Alright”.

The singles covers were done using a similar theme as the full album cover. Elements were shifted around and rearranged, and fit the theme of each single.

The final result works well as a full package: the three singles work well together, and also look in harmony when appearing aside the album cover.



PROJECT 4

Sky is Alright Debut LP



In the months following the full album release, the band also released an “Acoustics” EP, as well as a “Remixes” EP. These featured different versions of a handful of songs off the album.

The design solution here was to riff off the album cover design, but invert the colours. Since there were two EPs, and two colours featured in the artwork, it worked out perfectly.

The two colours featured in the art were also used in designing out the merch. In addition to the black shirt design, fans were given the option to buy a mint or pink tee along with their vinyl order.



PROJECT 4

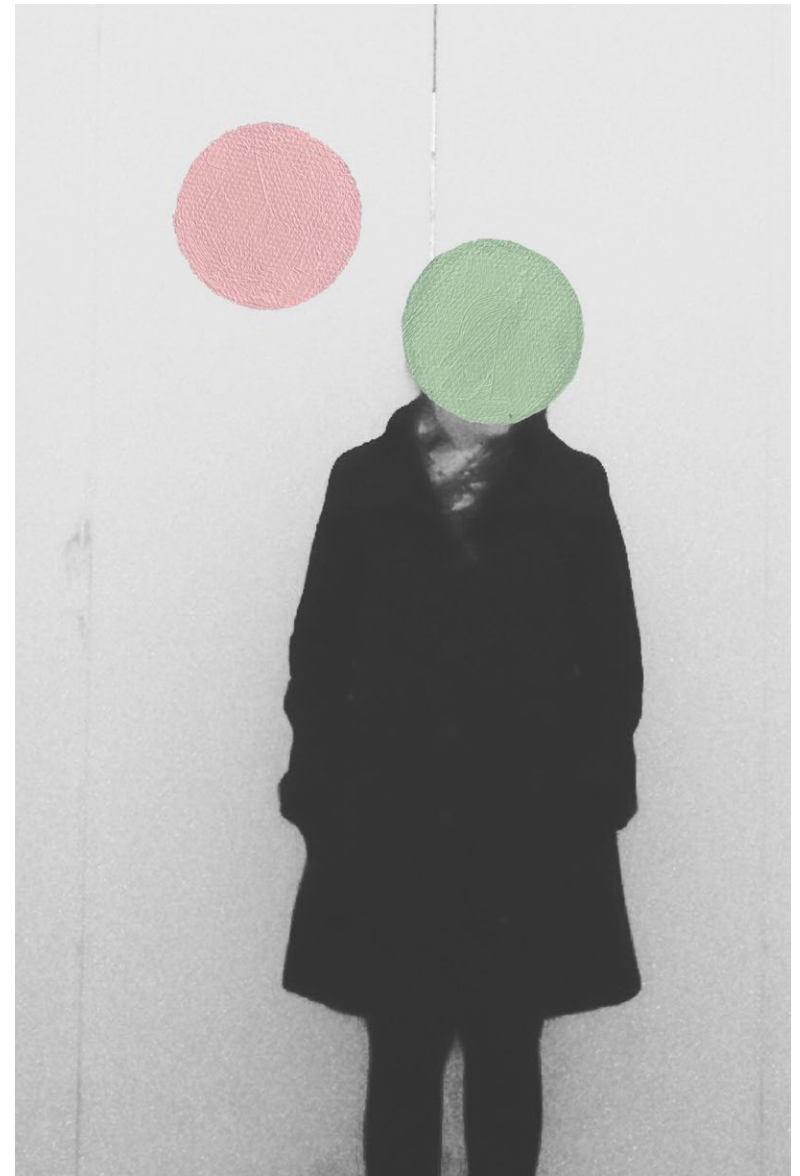
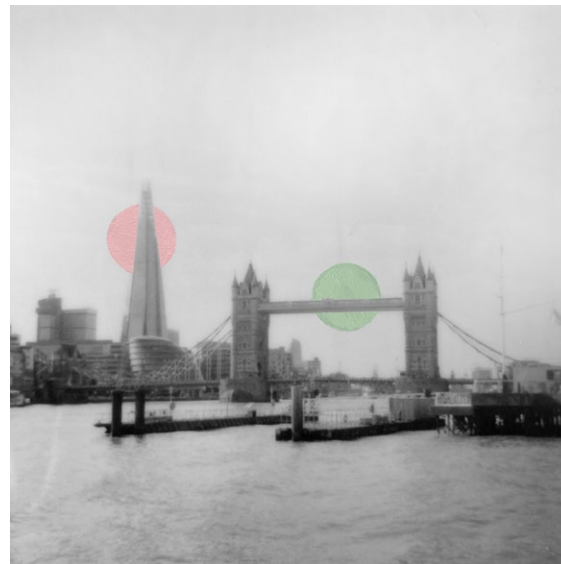
Sky is Alright Debut LP

The band wanted a nice visual way to tease the album in the months leading up to the release date.

A series of these images were created, and used as Instagram posts to tease the release.

These images are black and white polaroids that have been scanned. Once in Photoshop, the pink and mint moons were digitally added to create the final versions.

Being in black and white, the subject matter echoes what ended up being on the final cover design. The city locations are meaningful for the band: The top left being San Diego (the city where the band members met), and the bottom left being London (the city where one of the band members currently resides).

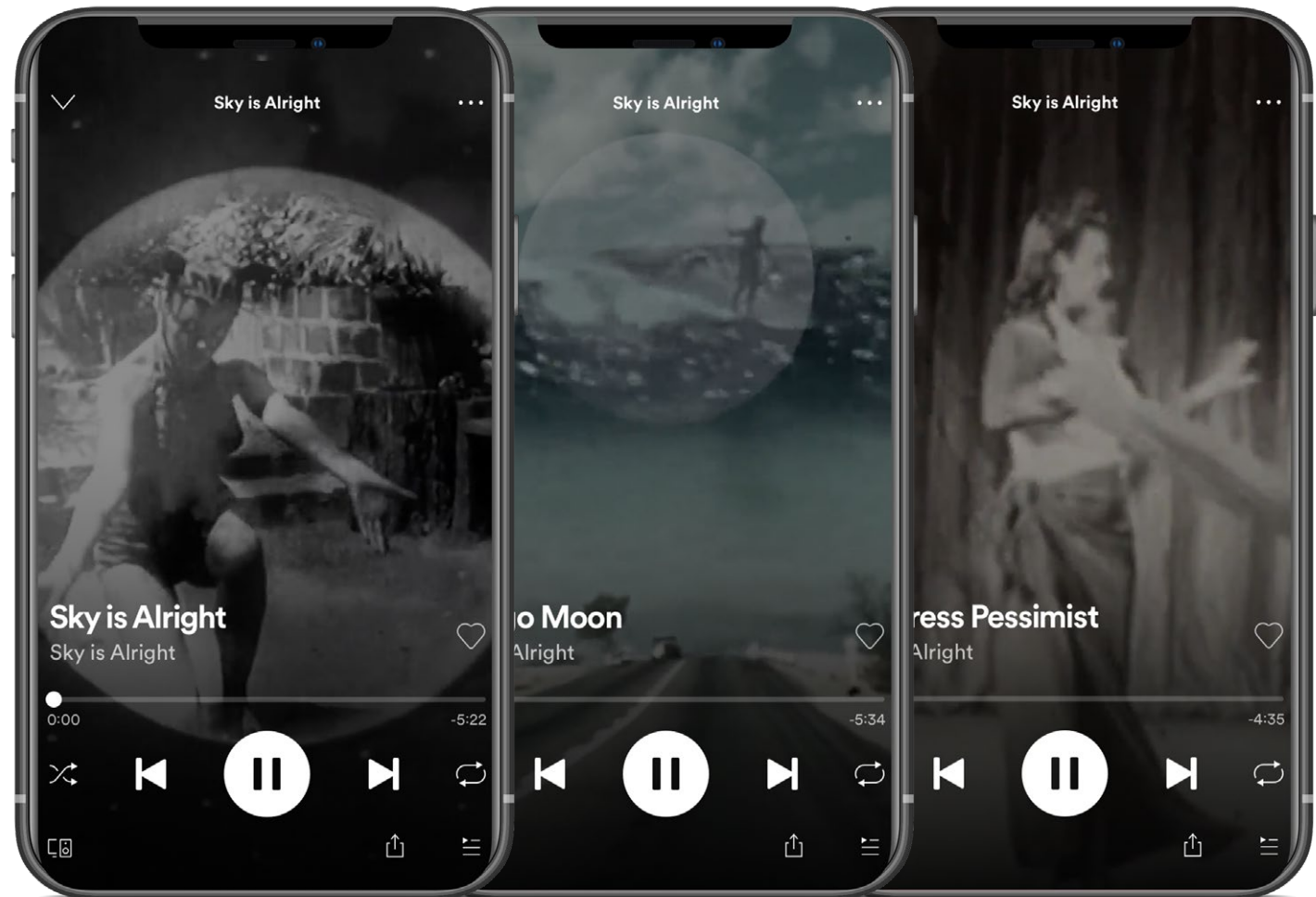


PROJECT 4

Sky is Alright Debut LP

To go along with the release, short 8 second clips were created as Spotify canvas videos. These were made with an infinite loop, so they repeat seamlessly as the track plays in the background.

Again, the subject matter in each video echoes that of the album artwork, as well as the content of the corresponding song lyrics.



PROJECT 4

Sky is Alright Debut LP



Inspiration for the album artwork was taken from 1920s Bauhaus design, as well as from various photographs of the Dolly Sisters (Hungarian-American identical twin dancers, singers and actresses, popular in vaudeville and theatre during the 1910s and 1920s).



PROJECT 5



Lufthansa

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HEAL'S

Sky is Alright

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PROJECT 5

Wunderkind Christmas Swag

Project Description

During my time as *Brand Design Director* at Wunderkind, I worked on a Christmas swag project for the company. In December 2021, an urgent request came up when the company realised they needed Wunderkind-branded swag done for employee Christmas gifts.

I was brought in to take on this urgent design project. The brief was given to me at the beginning of my workday, and by the time I finished work that same day, I sent for review design mockups of a handful of options for tote bags, scarves and pouches.

Shown here is the final tote bag design, which featured both a front and a back. The designs showcase our Wunderkind brand patterns and logotype.

Contributions

I worked on almost all aspects of this project including conceiving, designing, and working with the vendor to fine-tune proofs.

Software Used

Photoshop / Illustrator / Google Slides (for presentation)



PROJECT 5

Wunderkind Christmas Swag



The corresponding pouch design featured the same squiggly line pattern used in the tote bag. Our logo position remained in the same location: right aligned to the right edge of the pattern, and bottom aligned to the lower left corner of the pattern.

In retrospect, I should have fine-tuned the pattern design in this particular pouch so there isn't that little sliver on the top right; as is it looks like a mistake.

PROJECT 5

Wunderkind Christmas Swag



In addition to the tote bags and pouches, I designed scarves as well. This is the final scarf design.

The design was knitted by the vendor, which made for a very nice final design.

PROJECT 5

Wunderkind Christmas Swag



A final image of all the swag done as part of this Christmas Swag project. I do like how the black and white pattern designs are a subtle nod to Joy Division's "Unknown Pleasures" artwork.

PROJECT 6



Lufthansa

BOSS
HUGO BOSS



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PROJECT 6

Bloomberg LINK

Project Description

During my time at Bloomberg, I worked as the primary *Studio Designer* for Bloomberg LINK.

Bloomberg LINK regularly hosted events, bringing together experts to discuss a diverse range of financial and investment topics. I worked closely with LINK marketing directors to understand design needs for upcoming conferences. Deliverables consisted of magazine ads, digital banners, conference signage, and much more.

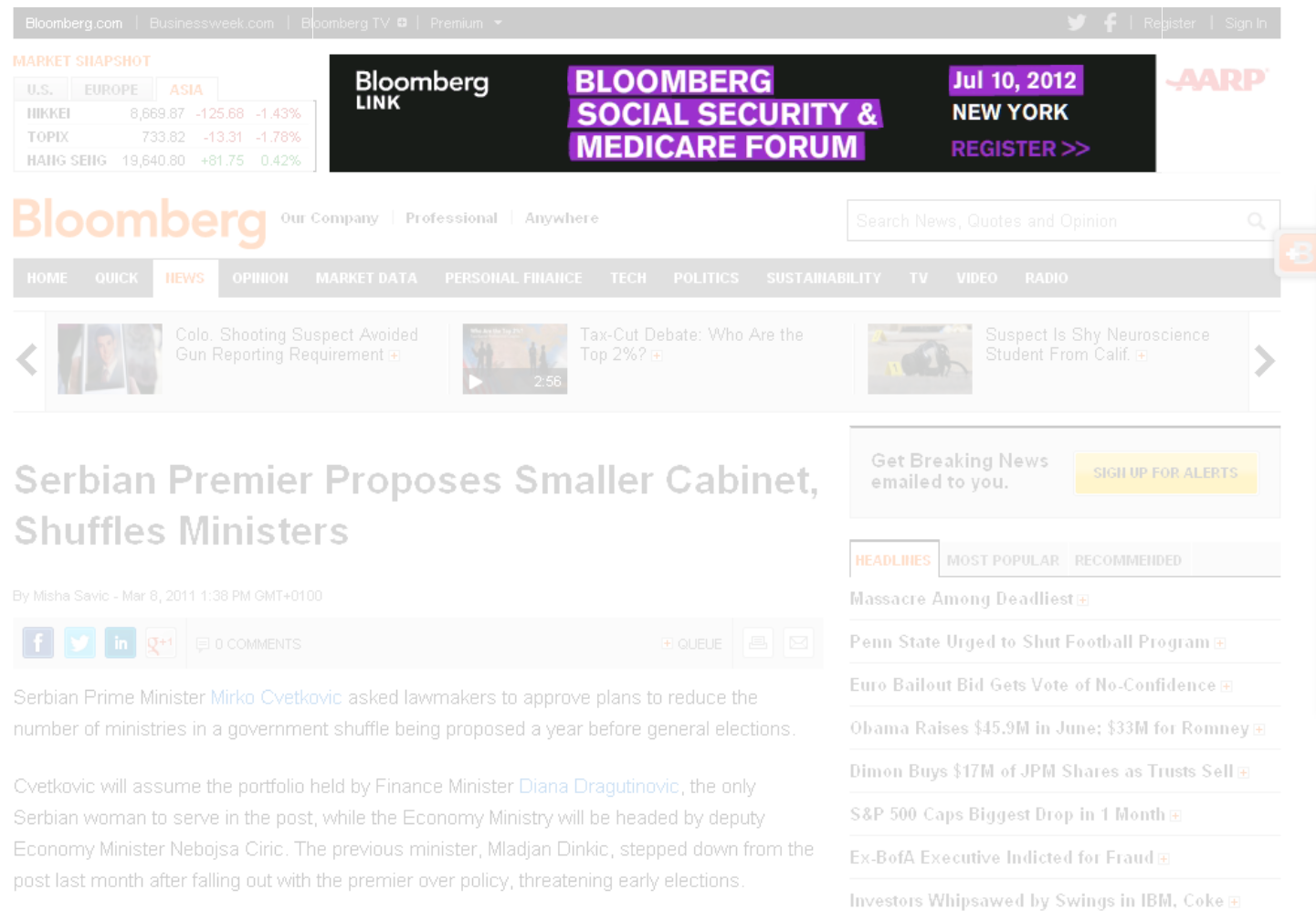
Shown at the top right are i-panel designs, used to promote LINK conferences on the Bloomberg Terminal. Shown to the right is a digital banner appearing on Bloomberg.com.

Contributions

I worked on all aspects of the production design related to Bloomberg LINK conferences, working off a styleguide to design numerous pieces for upcoming events.

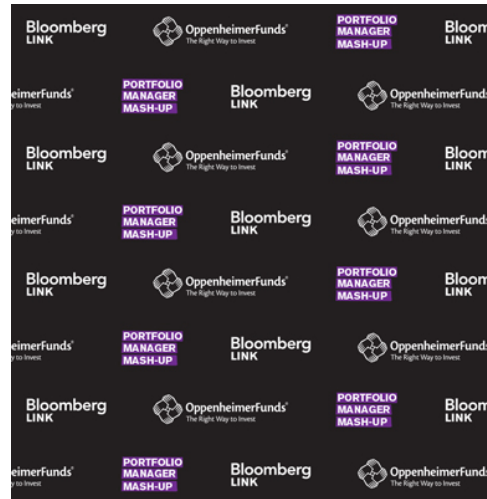
Software Used

Photoshop / Illustrator / InDesign



PROJECT 6

Bloomberg LINK

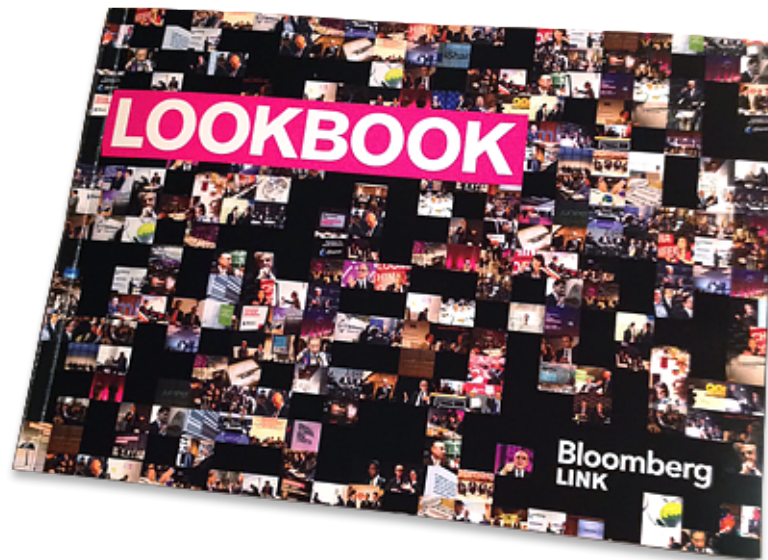


My work for Bloomberg LINK received some great exposure, which was exciting to see at such an early stage in my design career.

My backdrop designs appeared behind global figures at high-profile conferences, some of which were nationally televised.

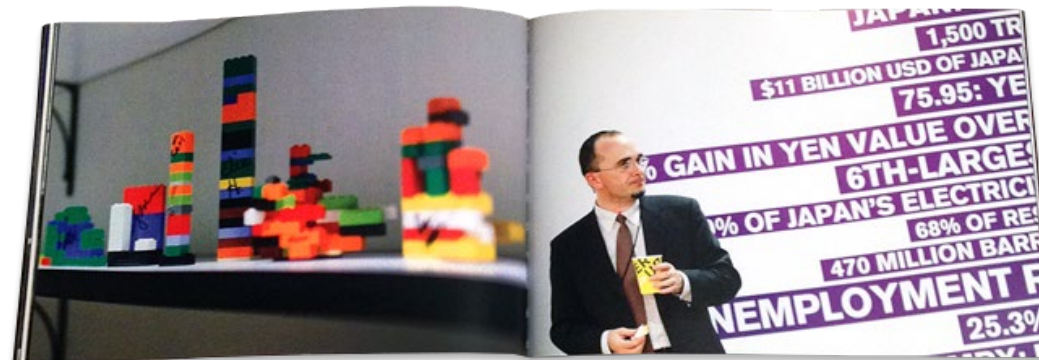
PROJECT 6

Bloomberg LINK



In addition to designing conference pieces for LINK, I also worked on a bespoke Lookbook for the team. This was a printed piece, meant to showcase the rich history of Bloomberg LINK events.

LINK had a library of hi-res photos from various events throughout the years. I opted to bring forward the photos, and arrange them in a way to abstractly convey connectedness; a puzzle being pieced together by different individuals. This echoes what was at the very heart of Bloomberg LINK's goal and vision: to bring together experts in an exchange of knowledge and ideas.



PROJECT 6

Bloomberg LINK



The LINK Lookbook consisted of full page spreads, bringing forward LINK imagery and giving the reader a hint of what it would be like to attend a LINK event.

The Lookbook was circulated among financial sector conference rooms, and helped increase attendance numbers and garner high-profile speaker interest.



APPENDICES

APPENDIX 1

Branding Work



Left to Right

Arche: Corporate social responsibility consultancy based in Los Angeles, USA

3NEAT: Culture blog based in San Diego, USA

WESAYYES: Shoegaze rock band based in London, UK

LMJ: Public Relations Firm based in Brooklyn, USA

All County Parking: Parking company based in Brooklyn, USA

Giannis Melikidis: Dentistry office based in Thessaloniki, Greece

Contributions

I worked directly with client to identify their overarching brand vision. I then designed a handful of logo concepts for each, and presented concepts to client. Lastly, I fine-tuned the first choice design based on client feedback.

Software Used

Illustrator



APPENDIX 2

Shirts



Left to Right

BounceX: Corporate shirt

BounceX: Corporate retreat 2018

Signal Hill: Alturas LP shirt

BounceX UK: Corporate shirt



Contributions

I worked with the client to discuss the initial project brief. Context shirt mockups were provided to each client for feedback. The approved design was then exported as a print-ready file and sent to printer for production.

Software Used

Illustrator / Photoshop

APPENDIX 2

Shirts



Left to Right

Signal Hill: MAWG LP shirt

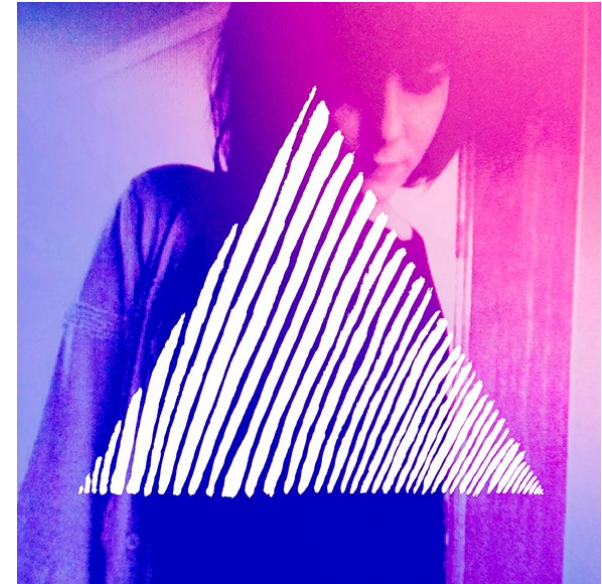
GWFAA: EP release shirt

Signal Hill: Bauhaus shirt

Signal Hill: DND shirt

APPENDIX 3

Geometric Prints



Left to Right

A magnetic structure appearing within the walls of the Acropolis Museum in Athens.

Otherworldly existence, in color.

The magnetic anomaly appearing over Thermaikos, in red.

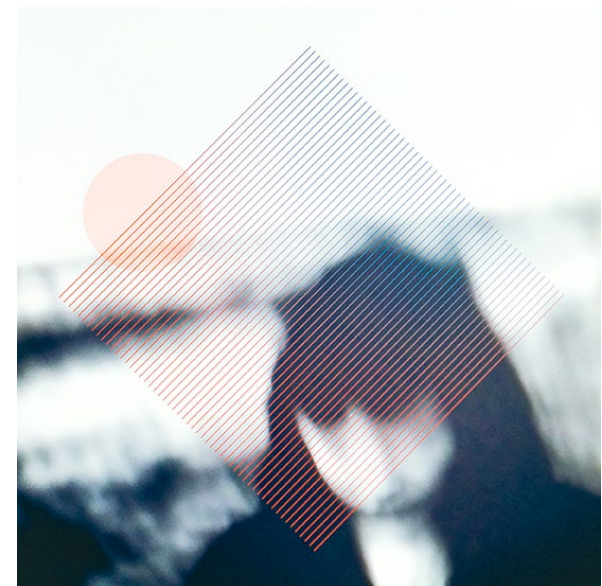
Moon girl.

Contributions

Personal project in which I've created an abstract, geometric-based design, and paired it with a photograph from my travels. I worked with a printer that specialises in giclee printing to produce these results.

Software Used

Illustrator / Photoshop



APPENDIX 4

Records

Left to Right

North End: Alpha State LP

Signal Hill: California 7" single

Signal Hill: Alturas LP

Signal Hill: More After We're Gone
10-year Anniversary LP

Contributions

I conceptualized artwork based on the corresponding music. I presented each band with a variety of package options. Once approved, I prepared print ready files and worked with printer to ensure flawless design. NOTE: the Signal Hill - Alturas LP features a die-cut design on the front cover.

Software Used

Illustrator / Photoshop



APPENDIX 4
Records



Top to Bottom

Signal Hill & North End: Split 7"

Signal Hill & GWFAA: Split 7"

THANK YOU