

# Mallika Joshi

**Art Director**
Brand, Campaigns & Experiences


https://mallikajoshi.vercel.app/
mallika.joshi11@gmail.com
/mallika-j


## about

I'm an art director working across brand identity, campaigns and physical experiences for spirits, luxury and B2B tech brands.

I'm as involved in the strategy and the pitch as I am in the design, and I like connecting the two.

## education

2015 - 2019

**Srishti Manipal Institute of Art, Design and Technology**

Bachelor of Creative Arts, Contemporary Art Practice

## skills

Art direction, brand identity, experiential design, creative strategy, packaging, print, design systems, pitch decks, AI-assisted workflows, Figma, Adobe Creative Suite.

## work experience

Retainer

**Extento Experiences**
December 2025 - Present
Remote

**Art Director**
Leading art direction, spatial design and creative strategy for spirits, luxury, fitness and automotive brands, from pitch through to the execution.

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**Leegality**
October 2024 - September 2026
Gurugram (remote)

**Art Director**
Evolved Leegality's visual identity and rebuilt its design systems across marketing and content.

Led a team of five across graphic, web and video, with work spanning events, webinars, social, employer branding, playbooks and case studies.

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Retainer

**Dots Per Inch**
January 2023 - July 2025
Remote

**Brand Designer**
Created brand identities and visual design for clients in the food, restaurant and events industries.

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**White Media**
July 2023 - September 2024
Delhi (hybrid)

**Art Director**
Led a team of five on 2D design for luxury and spirits experiences, for clients including Cartier, Pernod Ricard and Glenfiddich. Rebranded White Media across its visual identity and digital presence, growing its LinkedIn following by 800%.

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**Foundr**
March 2021 - May 2023
Melbourne (remote)

**Digital Graphic Designer**
Designed social content, paid ads and course branding for a global media and education brand, including the Foundr+ identity. Built and maintained its template and asset library.

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**Serendipity Arts Foundation**
March 2020 - July 2021
Delhi (hybrid)

**Graphic Designer**
Worked across branding, digital, print and editorial for festivals and cultural programming. Helped develop the identity for Serendipity Arts Virtual, from its visual language through to its digital and print applications.