

Pranjal Bhadauria

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Professional Summary

3+ years of experience spanning brand strategy, financial communication, and business consulting with a focused track record in **asset management and wealth management**, including work on GTM Strategy, Marketing Transformation, Brand Positioning, Business Model Design, Investor Communication, and Go-to-Market execution for financial products. Have worked closely with HNI/UHNI-focused platforms and equity-driven investment products, bringing a rare blend of strategic thinking and design-led communication to financial services.

Worked across sectors including **Wealth & Asset Management, Portfolio Management Services (PMS), Financial Technology, Real Estate, Automotive, and Brand Consulting**, with a consistent emphasis on translating complex financial narratives into clear, compelling business and investor communication.

WORK EXPERIENCE

True Beacon

Bengaluru, Karnataka

Creative Lead

August 2024 - January 2026

- Led end-to-end creative execution across digital, social, brand, presentation, and integrated campaign assets.
- Owned social media strategy and management, driving periodic performance analysis and growth-led content decisions.
- Established and scaled the brand's visual language, tone, and design systems across all touchpoints.
- Managed the brand's design, communication, and marketing execution end-to-end in close alignment with business goals.
- Iterated and optimized the website to improve traffic, engagement, and content discovery.
- Launched the TB Observatory vertical to strengthen industry relevance and drive sustained website viewership.

Marketing Associate

August 2022 - June 2023

- Co-led dynamic UI design for Mr. Nikhil Kamath's website, reflecting brand identity and expertise.
- Contributed to brand identity for the 'WTF is?' podcast, driving successful launch.
- Strategically planned the 'WTF is?' first podcast launch achieving 100K views in 24 hours.
- Achieved an engagement increase on social media via creative data visual content.

Communications and PR Intern

June 2022 - August 2022

- Conducted comprehensive competitive analysis for innovative PR and Brand Marketing strategies.
- Supported media outreach, streamlining tasks, and increasing lead generation.
- Collaborated across teams to develop the EFQ (Equity Factor Quant) pitch deck for TB Wealth Product.

NKSquared

Bengaluru, Karnataka

Business Service Designer

September 2023 - December 2023

- Ideated and designed features for the WTF is Podcast's new media platform, enhancing community engagement and interaction.
- Analyzed problem statements and identified target audience pain points to inform design strategies.
- Conducted competitive analysis, gaining insights to shape an intuitive UX model for the MVP.
- Drafted the MVP's first UX design, incorporating user feedback and market research for optimal usability.
- Fostered cross-functional team collaboration to align WTF community service visions and outcomes.

Royal Enfield

Remote

Primary Market Research Intern

November 2021 - January 2022

- Led in-depth interviews with 50 potential customers, uncovering critical reasons for Classic 350 rejection.
- Collaborated in a meticulous analysis of past rejections, identifying recurring themes.

Design Intern - Global Brand and Marketing Department

May 2021 - September 2021

- Drove impactful contributions to product launch by executing engaging product newsletters: [Classic 350](#) and [Meteor 350](#)
- Conceptualized captivating marketing collaterals for the bikers' community for social media marketing.
- Royal Enfield - The Timeless Classic UI Design

Finforall by Jupiter

Remote

UI and Graphic Designer

June 2020 - September 2020

- Managed a team of 2 designers, achieving 30k followers in 6 months for social media channels through content carousels.
- Designed website interface, improving user experience by centralizing company resources for easy access.
- Illustrated Personal Finance content for easy understanding and adaptation of complex terminologies and concepts.

FREELANCE PROJECTS

TORO Investment Managers, Savvy Infrastructure

Bengaluru, Karnataka

Client communication Design

February 2024 – July 2024

- Conducted market, category, and peer benchmarking research to shape narrative, structure, and messaging for pitch decks
- Translated complex financial and real estate data into clear information design and data visualisations, improving clarity and decision-readiness for investors
- Delivered multiple high-stakes pitch and presentation assets, aligned with leadership and fundraising objectives
- Designed brand guidelines and the initial website for the brand

ArthAlpha Investment Management

Bengaluru, Karnataka

Investors' design

December 2023 – February 2024

- Designed visual presentation systems to articulate the brand narrative and clearly communicate USPs of the product *Brahmastra*
- Translated abstract product and business ideas into structured, insight-led visual stories which further contributed in raising first INR 100 Crores for the company

SOCIAL DEVELOPMENT PROJECTS

Teens of God NGO, *Sub-head of Graphic Design Department*

June 2020 - November 2020

Girl Up Noor - Initiative by UN Foundation, *Content Management and Design*

June 2020 - June 2021

SKILLS & INTERESTS

Research Skills: Problem Statement framing | Market Research | Industry Analysis | Social Media Analytics | User Experience Research | Audience & behavioral research | Research storytelling | Competitors Analysis

Design Skills: Service Design | Business Design | Data Visualisation | User Experience and Interface Design | Visual Communication and Branding

Tools: Service Blueprint | Information Architecture | User Experience Flow | Persona mapping | Business Model Canvas | Rapid Prototyping | Ecosystem Mapping | Experience Prototype | Pitch Deck | Brand Deck

Software Skills: Adobe Photoshop | Adobe InDesign | Adobe Premiere Pro | Figma | WordPress | Microsoft Excel | R Programming language | Notion | Plane | Miro | Umami | Google Analytics

Other Skills: Project Management | Marketing Campaign Ideation | Social Media Marketing | Business Strategy and Operations | Presentation and Communication | Adaptability | Quick Learner | Team Player | Digital Ad Design

Interests: Storytelling | Photography | Content Creation | Singing | Theater | Innovative Technological breakthroughs

MAJOR PROJECTS UNDERTAKEN DURING B.DESIGN

[Leeway](#)

A marketplace that aims to create a mutually beneficial space-sharing arrangement.

[Wayste](#)

A platform to encourage a frugal way to waste management by incorporating a reward system

[Business Design Labs](#)

Srishti Manipal Entrepreneurship Lab ecosystem design for budding design thinkers

[Deshpande Foundation Proposed Services Design](#)

to analyze the existing production, logistic, and product design system of Swavalambi Sakhi Producer Company Ltd. (SSPCL) and propose ways of making them more effective and efficient.

[Project Kisaan](#)

Betterment of the Indian agriculture system through empowering Farmers

[NIVAAR](#)

A personalized healthcare service is now just a few clicks away.

[Co-create Project](#)

Control the increasing no. of returns and improve the customer and seller experience by adapting co-creational methods.

[Shared Economy Project](#)

Designing a Shared Economy System for Food Street Vendors

[Re-ever](#)

Research project Vision: Restore Ganga's health and improve its ecological welfare promoting Regenerative Practices.

ACHIEVEMENTS AND CERTIFICATION

Enterprise Design Thinking Practitioner - IBM	<i>Issued May 2023</i>
E-Summit' 23 Participation - E-Cell, IIT Bombay	<i>Issued Jan 2023</i>
Microsoft Student Hackathon 2021 - Microsoft	<i>Issued Oct 2021</i>
Foundations: Data, Data, Everywhere - Google	<i>Issued June 2023</i>
Commendation Award - Srishti Institute of Art, Design and Technology	<i>Awarded Sep 2024</i>
Foundations: Digital Marketing and E-commerce - Google	<i>Issued Feb 2026</i>

EDUCATION

Srishti Institute of Art, Design and Technology

Course: B.Des in Business Service and System Design
CGPA: 8.3

Bengaluru, Karnataka

August 2019 - May 2023

Senior Secondary Education

Commerce - 91.8%

Completion: April 2019