

SEERAT SIDHU

Spatial and Brand Designer

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Multidisciplinary designer with 5 years of experience creating brands across physical and digital environments. The approach bridges tactile and digital details to elevate design from functional to memorable. Work includes conceptualisation and interior styling for hospitality and lifestyle brands, with projects covered in Architectural Digest, Vogue India, and India Today.

EXPERIENCE

Creative Lead, Spatial Design — 32nd
June 2024 — Present

- Led spatial design for hospitality venues including Pastiche, Kioki, and The Grammar Room, which received coverage in Architectural Digest, Vogue India, Travel + Leisure, Elle Gourmet, Condé Nast Traveller and Hello!.
- Conceptualized over 20 hospitality projects, including bars, restaurants, and multi-concept dining experiences. This includes The Vault, a vintage market featured in Lifestyle Asia.
- Developed mood boards and styling presentations to guide interior designers, furniture designers, and 3D visualizers in execution.
- Managed CCG procurement and custom restaurant collateral designs. Sourced vendors and coordinated the development of bespoke products and custom art.
- Partnered with marketing and founder teams on launches and executed on-site styling for press photography.

Social Media Specialist — Daera
May 2023 — June 2024

- Curated interior styling for a residential villa in Candolim, Goa, collaborating with local artists; the project was featured in India Today.
- Collaborated directly with the founders to align creative vision with business goals, executing end-to-end visual strategies for product launches and exhibitions.
- Designed and executed the MiCasa Collective exhibition booth, contributing to customer engagement and sales conversions.
- Managed creative direction, graphic design and social media strategy, handling photoshoots from mood boarding to styling.
- Developed branding for the 'Tetris' furniture collection, including illustrations, catalogues, and collateral designs.

Creative Director — Graphics by Seerat
May 2020 — May 2023

- Founded a practice serving hospitality, wellness, and sports clients with end-to-end brand and digital services.
- Delivered 60% growth for Polish Lash & Nail Studio and achieved a 93% increase in engagement across four restaurant brands through strategic content.
- Designed custom packaging, web platforms, and brand collaterals while directing photoshoots and managing social media.

EDUCATION

School/ High School
Strawberry Fields High School,
Chandigarh
2005 - 2017
Grade 12 ISC: 90%

Courses
Graphic Design Masterclass — Udemy (2022)
Self-directed learning in spatial design, AI tools,
and contemporary branding through industry
platforms and design communities (2020-Present)

SKILLS

Brand identity and visual systems, Spatial styling and mood boarding, Social media strategy, Typography and colour theory, Material sourcing and vendor management, Print and packaging design, Photoshoot direction, Budget planning and BOQ development

SOFTWARES

Adobe Creative Suite, MS Office, Procreate, Canva, Framer, Wix Studio, Shopify, MailChimp, Midjourney, Nano Banana, Notion