Ektaa Aggarwal at Shillington New York

Our Shillington New York campus recently enjoyed an inspiring visit from Ektaa Aggarwal. Read on to learn about her tips for designers and a highlight of the projects she presented.

Ektaa is a design-lead innovation consultant/UX designer with a background in communications design. She has worked at agencies across Southeast Asia and the United States creating disruptive solutions to complex challenges. Prior to starting consulting, Ektaa was a creative director at IDEO, responsible for their brand strategy and art direction for the rebrand.

While at Landor India, her role involved building their creative reputation in India.

Ektaa has an interesting portfolio of work that explores branding & identity, brand management, human-centered design, culture design, and UX. Oftentimes, she comes up with the crazy ideas, finding excitement in how it could be brought back down to earth so that the client would buy into the idea. “Sometimes you have to find a compromise.”

> *Honing in on your own craft makes you unique.*

Tips for designers

1. Achieve craft through, technology, culture, words and systems, or any combination of these.
2. You must do whatever it takes to get your foot in the door of whichever studio does the best work.
3. Do your very best everyday so you can sleep well at night.
4. Brand strategy has to come from a place of truth.

4 branding project highlights

1. Miss Chhotee

Packaging for preservative-free sauces that positioned the brand as a category leader for Indian consumers.

2. Ello

Krishna Handa wanted to create a brand that helps children dress better at affordable prices in the clothing that they like.

3. Inscape App

This meditation app was created for finding balance, calm and clarity in a fast-paced, on the go world. Through the app you can immerse yourself in meditation and relaxation experiences, used by meditators of all levels, empowering creativity, vision, focus and heightened awareness.

4. Kids Taj

Creating fun activities for children staying at the Taj Hotels & Resorts globally.

Huge thanks to Ektaa for her visit to our New York campus. Stay up to date and follow her on Twitter.

We have regular visits from lots of inspiring industry figures at all of our Shillington campuses. Read about more of our past Industry Talks and stay tuned for reports on future visits.

Brand Strategy Insights from Ektaa Aggarwal