

Ekta Manchanda

CO-FOUNDER · PRINCIPAL DESIGNER · EVERYTHING DEEP TECH

EXPERIENCE

15+ years

EDUCATION

Diploma, Srishti Manipal, 2000 to 2005

AT THE STUDIO

Co-founder, head of design

My role is building a team that leads large-scale brand building, with design strategy aligned to business objectives. Working closely with key stakeholders, I uncover the core of a brand and translate it into clear, compelling communication design that drives outcomes.

My approach centres on the power of strong visual design, to make communication that is both impactful and memorable.

KEY AREAS OF EXPERTISE, AND HOW THEY HELP YOUR PROJECT

Brand design

Structure and scale: a brand system built to your needs.

Identity design

A story-driven identity, rooted in your business, with reach and recall.

Brand strategy

Deconstructing the core of your business and translating it into communication.

Visual design

A distinct look and feel, built on typography, colour and composition.

Experience design

Digital and physical touchpoints, with design principles applied across every medium.

PROJECT HIGHLIGHTS

BHARAT ATOMICS

BRANDING · BRAND NARRATIVE · IDENTITY · WEBSITE · CONTENT · 3D · INVESTOR DECK

Advanced nuclear reactors engineered and built in India, for sovereign and reliable clean power.

INDUSTRY: NUCLEAR ENERGY

LOCATION: INDIA

THE CASE STUDY →

fortuna cysec

BRAND · WEBSITE

Enterprise cybersecurity, made part of the organisation rather than bolted on. A cohesive brand language that brought the idea of cyber security alive.

INDUSTRY: CYBERSECURITY
LOCATION: USA
MY ROLE: PROJECT GUIDE
THE CASE STUDY →

TURNO

WEBSITE · FILM

Diagnostics, state-of-health and second-life decisioning for commercial EV fleets.

INDUSTRY: BATTERY INTELLIGENCE
LOCATION: INDIA
THE CASE STUDY →

CLIENT WORDS

"Showing how the product works in layman's terms is very hard. They created a flow of how data moves through the platform to prevent a breach. When we first saw it, we actually fell off our chairs."

NAVIN BALAKRISHNARAJA, CO-FOUNDER AND CEO, FORTUNA CYSEC

"Turno's product is dense: battery state-of-health, second-life decisioning, fleet diagnostics. They translated all of it into a homepage that actually feels warm."

PRASHANT SHARMA, BRAND LEAD, TURNO

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