

PRATEEK NAIR

Senior AI Designer & Creative Technologist

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SUMMARY

AI-native creative technologist and senior brand designer with 6+ years integrating generative AI and code-based automation into creative production. Operates a dual-model creative review workflow using Claude and Gemini as independent creative partners, and used Claude Code to design and deploy a production website end-to-end — Figma design system to live backend — in a 3-day sprint. Previously built custom GPTs to solve creative and workflow problems. Grounded in 3 years as sole designer for Jabra's North American market, delivering campaigns, retail, motion, and packaging across every touchpoint including co-branded work with Microsoft and Zoom.

PROFESSIONAL EXPERIENCE

Independent Brand & AI Design Consultant | 11/2025 – Present

- Design e-commerce campaign assets and digital advertising for Amazon Ads, aligning creative execution with product positioning and brand standards across global channels.
- Build email marketing systems and customer retention campaigns using Optimove, structuring automated workflows that improve engagement and support lifecycle marketing.
- Integrate AI-assisted workflows, prompt engineering, and generative AI creative tools (Adobe Firefly) into design production, accelerating concept development and creative output across client engagements.
- Built custom GPTs for creative and workflow problems, including brief generation and feedback filtering.
- Operate a dual-model creative review workflow using Claude and Gemini as independent creative partners — running briefs through both, cross-referencing convergence and divergence, and making the final creative call.

Studio Eikira — Co-Founder & Head of Design | 2026 – Present

- Designed and deployed the studio's full production website with Claude Code — from Figma design system to a live site on a custom domain (studioeikira.com), including a working contact form, SSL, and analytics tracking — in a 3-day initial sprint.
- Built the studio's brand identity system, typography, and visual voice from concept through launch.

Jabra — Remote

Marketing & Graphic Design Manager | 09/2022 – 11/2025

- Sole designer for Jabra's North American market. Led brand expression, visual identity system, and creative direction across every regional touchpoint — social, digital, print, video, animation, retail, events, sales enablement, email, and structural packaging.
- Drove creative vision and end-to-end execution across all North American brand work — designing the Jabra Experience Room at headquarters, structural packaging, and large-scale 3D retail environments while maintaining global brand alignment.
- Managed co-branded partner initiatives with Microsoft and Zoom while partnering cross-functionally with marketing, product, and leadership teams through stakeholder presentations.

INDEPENDENT PROJECTS

- Mailchimp — Speculative Rebrand: Full brand system, identity, and component library, designed in Figma and rebuilt end-to-end with Claude Code, deployed as a live static site on Vercel.
- Spotify — Speculative Rebrand: Repositioning and visual identity system, strategy through interface design, rebuilt with Claude Code and deployed as a live static site on Vercel.
- Toyota Supra Heritage — AI Video Experiment: Directed a multi-model AI video pipeline (Runway, Seedance, ElevenLabs) for a 30-second heritage montage, casting narration, revising script pacing, regenerating shots for continuity, and hand-editing the final cut in Runway. Completed start to finish in one day, first use of Runway.

TECHNICAL SKILLS

AI & Creative Technology: Custom GPTs | Prompt Engineering | Generative AI | AI Creative Tools | AI-Assisted Workflows | Multi-Model Creative Review (Claude, Gemini) | Claude Code | Adobe Firefly | Suno | Runway | Seedance | ElevenLabs

Design & Motion: Figma | Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, XD) | Motion Design | Video Editing | Animation

Brand & Craft: Brand Identity | Visual Identity System | Brand Guidelines | Creative Direction | Campaign Design | Typography | Layout | Visual Hierarchy | Packaging Design

Web & Development: WordPress | HTML | CSS | HubSpot | Vercel

Additional: Design Systems | Accessibility & Inclusive Design | Stakeholder Presentations | Cross-Functional Collaboration | Client Collaboration

Languages: English | Malayalam (Native)

EDUCATION

Graphic Design Certificate Program | University of Texas | Austin, TX | 2021
Bachelor of Science in Marketing & Business Management | Penn State Harrisburg | Middletown, PA | 2016

CERTIFICATIONS

Craft Precise Prompts for AI Models | IBM SkillsBuild | 2026
Enterprise Design Thinking Practitioner | IBM SkillsBuild | 2026
Team Essentials for Designing AI Solutions | IBM SkillsBuild | 2026
Design Thinking and Innovation | Harvard Business School Online | 2025
An Introduction to Accessibility & Inclusive Design (with Honors) | University of Illinois Urbana-Champaign | 2024
Fundamentals of UI/UX Design | Microsoft | 2024