

NICHAL ARACCHANDE

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CREATIVE BRAND MANAGER

// PROFILE

FILE / 001

Commercially minded Creative Brand Manager with seven years' experience building and developing consumer brands across sports nutrition, wellness, retail and e-commerce. Helped scale Refined Nutrition from a single product into a portfolio of more than 150 products and SKUs, supporting expansion into 10+ international markets. Experienced in leading brand and product development from research, sourcing and commercial costing through to positioning, packaging, campaign creation and launch. Combines strategic brand ownership with hands-on design expertise, supplier management and a practical understanding of commercial product development.

200+

PRODUCTS TO MARKET

25+

CAMPAIGNS

5+

BRAND LAUNCHED

END-TO-END

PRODUCT + CREATIVE

// CORE CAPABILITIES

INDEX / A

- | | | |
|-----------------------|----------------------------------|-----------------------|
| ■ CREATIVE DIRECTION | ■ BRAND STRATEGY | ■ ART DIRECTION |
| ■ PRODUCT DEVELOPMENT | ■ SUPPLIER MANAGEMENT | ■ PRODUCT SOURCING |
| ■ PACKAGING DESIGN | ■ INTEGRATED CAMPAIGNS | ■ E-COMMERCE CREATIVE |
| ■ CREATIVE OPERATIONS | ■ COMMERCIAL COSTING | ■ 3D VISUALISATION |
| ■ MOTION DESIGN | ■ FREELANCER / AGENCY MANAGEMENT | |

// PROFESSIONAL EXPERIENCE

FIELD OPER

REFINED NUTRITION

London, UK

Creative Brand Manager

2022 - Present

- Lead brand and creative development across a portfolio of 150+ products and SKUs spanning sports nutrition, wellness and health categories.
- Own end-to-end product development, including research, sourcing, supplier quotations, commercial costing, positioning, packaging, campaign development and launch.
- Work directly with manufacturers and suppliers to assess formulations, specifications, minimum order quantities, packaging options, unit costs, lead times and commercial viability.
- Maintain product-costing spreadsheets and supplier comparisons that support sourcing, pricing, margin and product-development decisions.
- Managed Shopify creative, product presentation and digital merchandising as annual direct website sales and online platform sales increased from approximately 150% across the two latest measured 12-month periods.
- Supported wholesale growth and expansion into 15+ international markets through new product development, packaging adaptations, catalogues, distributor presentations, product renders and B2B sales materials.
- Coordinate manufacturers, printers, freelancers, agencies and specialist suppliers, setting briefs, reviewing work and maintaining brand quality across delivery.
- Supported all design work for the brand - with full control across packaging visualisation, 3D product rendering, motion graphics and campaign content, reducing reliance on external production while managing multi-channel launches.

Graphic Designer & Marketing Manager

2019 - 2022

- Developed packaging, campaign graphics, social content, digital advertising, product visualisations and marketing materials as the company expanded beyond its original range.
- Helped establish the visual identity and scalable creative systems used across new products, categories and international markets.
- Managed day-to-day marketing across social media, website content, email, print, retailer communications and product launches.
- Introduced 3D product visualisation and motion-design workflows that improved the quality, consistency and speed of marketing production.

LIBERTY SUPPLEMENTS

London, UK

Creative Brand Manager

2022 - Present

- Lead brand and creative activity for a multichannel sports-nutrition retailer operating across e-commerce, physical stores, marketplaces and warehouse fulfilment.
- Direct creative across Shopify, email marketing, social media, digital advertising, retail signage, promotional campaigns and supplier partnerships.
- Develop landing pages, product imagery, collection graphics, campaign banners and digital merchandising that improve product discovery and the online customer experience.
- Create repeatable campaign templates and design systems that improve production efficiency while maintaining brand consistency.
- Manage delivery within lean budgets by prioritising in-house production and coordinating freelancers, agencies, suppliers and partner brands where they add value.
- Work with commercial, retail and warehouse teams so campaigns reflect stock availability, customer demand and sales priorities, while supporting Wembley, Ipswich and Watford retail activity.

Graphic Designer & Marketing Manager

2019 - 2022

- Produced website graphics, social content, digital advertising, email assets, retail signage and promotional materials.
- Developed consistent visual templates for product promotions, campaigns and e-commerce content, supporting growth across online and physical retail.

PRETTY NERDY

London, UK

Co-Founder & Co-Director

2022 - Present

- Co-founded and developed a direct-to-consumer anime, gaming and pop-culture merchandise business.
- Lead brand identity, creative direction, product graphics, packaging, campaign content and Shopify presentation.
- Manage product sourcing, supplier communication, product selection, pricing and creative development.
- Contribute to fulfilment, customer experience, promotional strategy and business development, including the introduction of European shipping.

// SELECTED ADDITIONAL EXPERIENCE

ARCHIVES

BRAND & SHOPIFY DESIGNER / CRYSTAL MOSS

2026

Created and launched the website of luxury functional-drinks brand, supporting the brands digital identity, Shopify website and digital assets

GRAPHIC DESIGNER & PROJECT MANAGER / IDENTITY SALON SUPPLIES

2022 - 2026

Managed packaging, marketing, product and sales projects across retail, wholesale and distribution channels.

GRAPHIC DESIGNER / STELLA V

2022 - 2026

Created packaging, product graphics and marketing materials supporting retail and wholesale activity.

PACKAGING DESIGNER / HAIR ID

2022 - 2026

Developed packaging for an exclusive product range, maintaining consistency across the wider collection.

BRAND & PACKAGING DESIGNER / I-LIFT

2019 - 2022

Developed brand identities, product graphics, packaging and campaign assets across digital and print applications

GRAPHIC DESIGNER / G&Z DISTRIBUTION

2019 - 2026

Created marketing, product and sales materials supporting wholesale and distribution activity.

// EDUCATION

TRAINING

MA AUDIO PRODUCTION / UNIVERSITY OF WESTMINSTER / Upper Second-Class Honours (2:1)

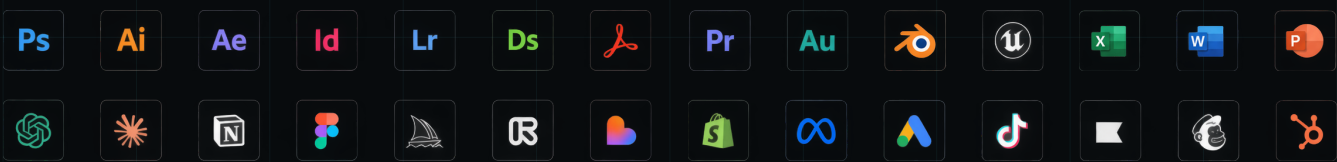
2016 - 2018

BENG COMPUTER GAMES DESIGN / STAFFORDSHIRE UNIVERSITY / First-Class Honours

2012 - 2015

// TOOLS & CERTIFICATIONS

TRAINING



Adobe Photoshop | Illustrator | After Effects | Lightroom | Dimension | Acrobat | Premier | Audition | Blender | Unreal Engine | Excel | Word | Powerpoint
| ChatGPT | Claude | Notion | Figma | Midjourney | Runway | Lovable | Shopify | Meta Ads | Google Ads | Tiktok Ads | Klaviyo | Mailchimp | Hubspot

Certifications: HubSpot Social Media Marketing (2022) | Alison Graphic Design (2020) | LinkedIn Learning Content Marketing (2018)