
**Markandeya
Sendan**

Senior Visual Designer with 15+ years in campaigns, web, digital, brand systems, and marketing design. Brings agency and tech experience together with forward-looking design approaches.

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EXPERIENCE

Sendan & Co.

July 2023 – Present

Freelance Senior Designer – San Francisco, CA

Provide brand, marketing, and product design support for startups and tech companies. Recent work includes web and campaign design for WorkOS, brand expansion for Anonymous Health, design system development for Circle, and UI/UX animation explorations for Firsthand.ai. Projects span digital campaigns, product launches, blogs, print, and merchandise. Delivering both conceptual design and production-ready creative.

Twilio

Oct 2017 – Feb 2023

Senior Brand Designer / Art Director – San Francisco, CA

Progressed from freelance art director to brand designer on the Core Creative Brand Team, leading campaigns across digital, print, video, events, and outdoor. Contributed to major launches and large-scale brand moments, designing web, social, and event creative for global audiences. Balanced conceptual exploration with execution while helping establish design systems and brand guidelines to unify expression.

Sendan & Co.

Feb 2012 – Oct 2017

Freelance Senior Designer / Art Director – San Francisco, CA

Provided design and art direction for agencies and tech clients across digital, brand, and marketing initiatives. Projects included websites, landing pages, banner campaigns, rebrands, and large-scale campaigns. Collaborated with agencies such as Google/Toaster, DDB, AKQA, EVB, Salt Branding, and Clock Four, delivering creative for brands including Google, YouTube, Target, Zenni, Samsung, Sunglass Hut, Clorox, U.S. Bank, and Veritas.

Cramer-Krasselt

Apr 2009 – Oct 2011

Art Director – Chicago, IL

Led digital art direction for Porsche, delivering award-winning web and campaign creative. Designed and directed work across social, video, and print for brands including Ore-Ida, Crocs, Edwards Jones, and AirTran. Strengthened client campaigns through innovative digital-first storytelling.

EXPERIENCE

Publicis

Jun 2008 – Jan 2009

Art Director – Dallas, TX

Created websites, rich media ads, and integrated social campaigns for Denny's, TruGreen, Terminix, and BMW. Partnered with account and strategy teams to develop cross-platform creative solutions. Helped reinforce brand visibility and customer engagement through digital-first work.

Mortar

Feb 2006 – Mar 2008

Art Director – San Francisco, CA

Designed branding, outdoor campaigns, collateral, and websites for regional Bay Area clients. Collaborated on new business pitches and creative strategy for emerging accounts. Contributed across multiple mediums in a fast-paced, small-agency environment.

BBDO West

May 2004 – Dec 2004

Art Director Intern – San Francisco, CA

Assisted in concept, design, and production for magazine, outdoor, and newspaper ads. Supported campaigns for Air New Zealand, Gallo Vineyards, Pioneer Electronics, and Visa. Contributed to new business efforts through visual exploration and creative presentations.

EDUCATION

Academy Of Art University

Spring 2000 – 2004

Bachelor of Fine Arts, Advertising – San Francisco, CA

EXPERTISE

Skills

Branding
Campaigns
Digital & Print Design
Presentations
Social Media Design
Typography
UI/UX Design
Wireframing & Prototyping
Merch & Event Collateral

Tools

Adobe Creative Cloud
Figma
Webflow
Jitter
Visual Electric
OpenAI
Gemini
HTML
CSS
Javascript

Recognition

One Show
Effies
Communication Arts
Webby Awards
Awwwards
FWA
Adweek
Creativity
CMYK
Addys