

Goutham Shibulal

Experience Designer & Creative Strategist



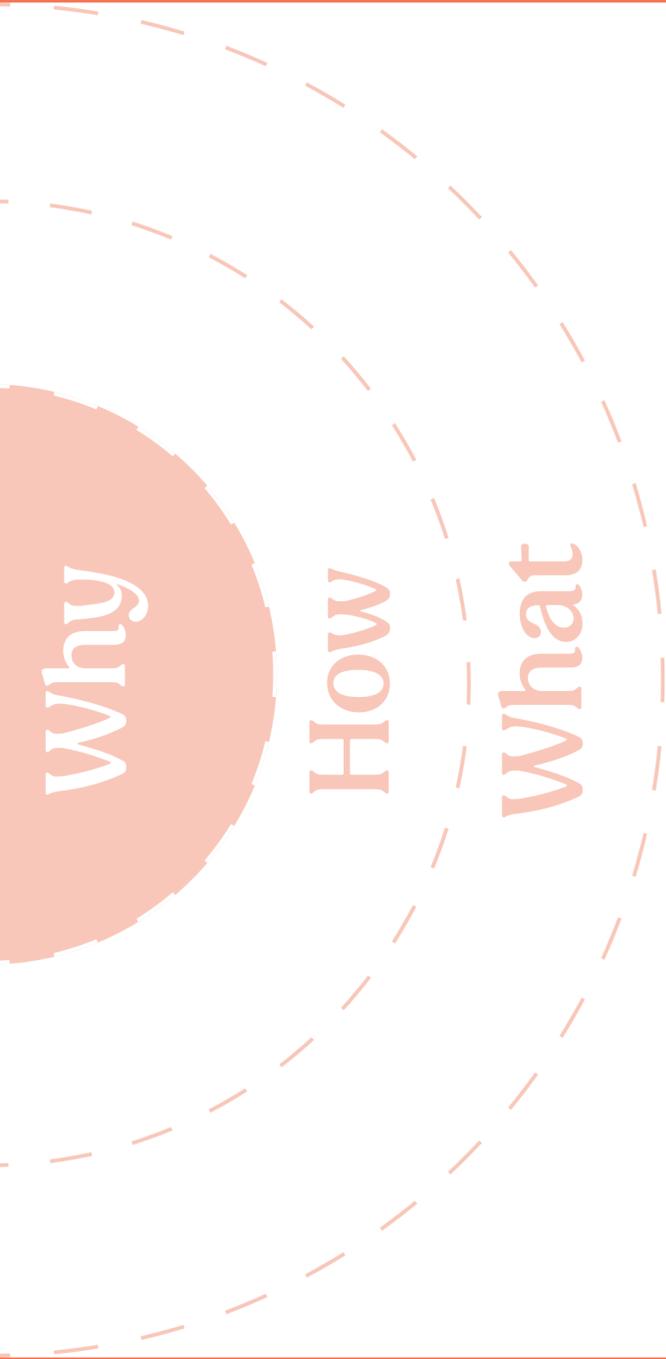
Madebygoutham.space

Who I Am ?

Customer Experience Designer
with a hospitality-first mindset

- 5+ years across Hospitality, Brand, UX & Product
- Worked with MNC's, independent agencies & brand experience studios
- Master's in Brand Design for Hospitality- Florence | Barcelona
- Bachelor of Applied Science in Hospitality and Hotel Administration- India
- Design-led, systems thinker with a strong execution bias

I design experiences that work for guests, teams, and operations.



WHY I DESIGN EXPERIENCES ?

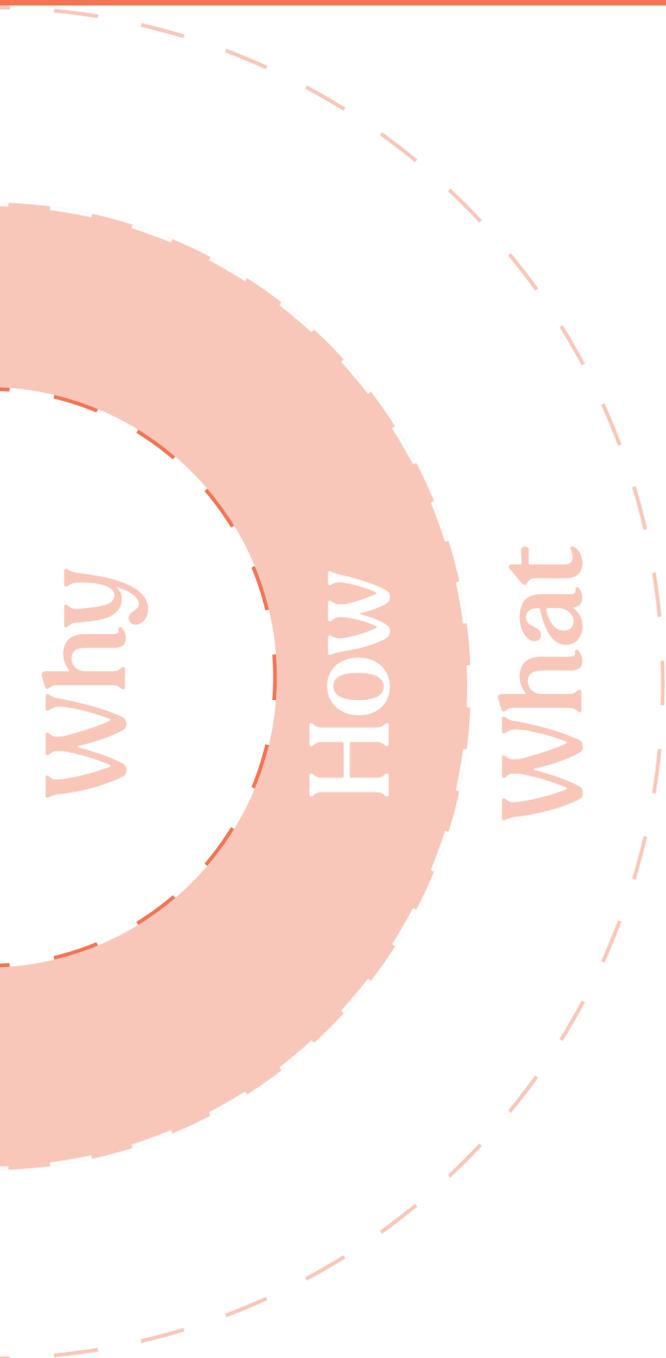
Every brand touchpoint should express intent and function;
seamlessly.

Human,
not transactional

Intuitive,
not instructional

Memorable
through clarity

Aligned with brand values of quality, familiarity, and human-centered hospitality.



HOW I THINK & WORK !

Simply 3 pillars & the Double Diamond Framework!

User-first

- I design as a Customer First
- Friction reveals opportunity

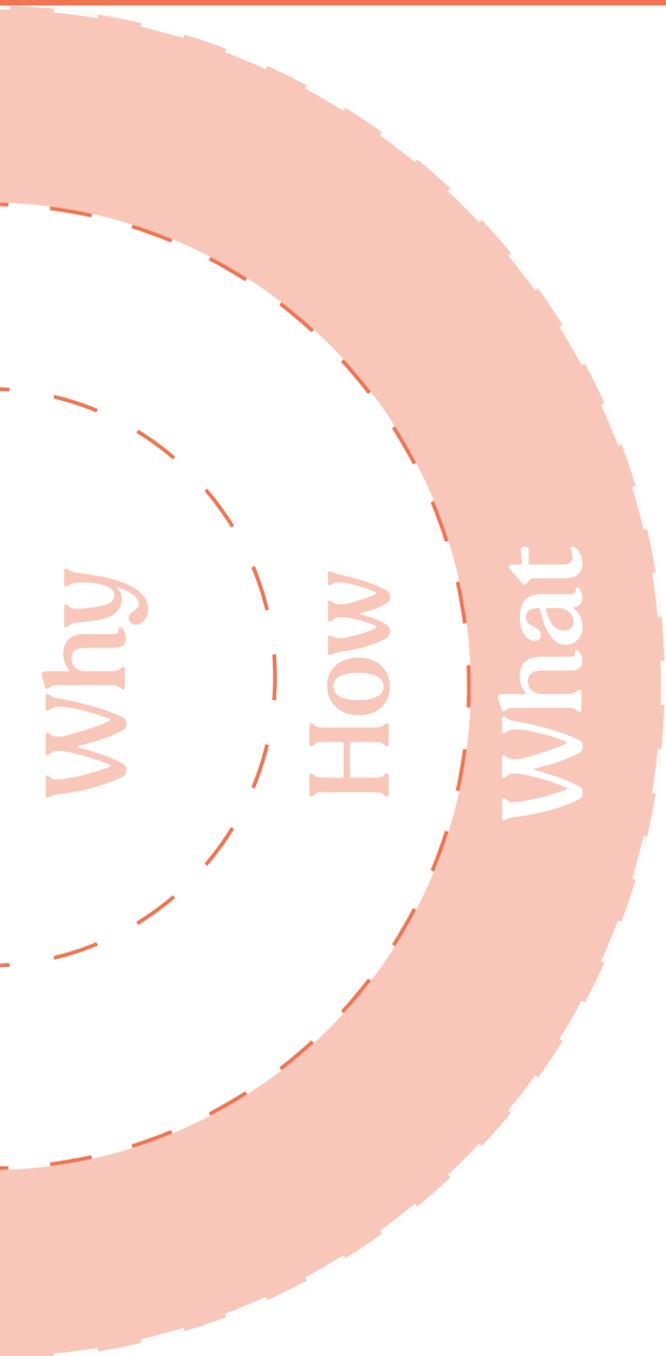
Practical & Scalable

- Simple, cost-conscious solutions
- Built for real-world operations

Tech-enabled

- Phygital / Digital / Hybrid
- Impact-driven, not flashy

I think through a tech-enabled lens & Designs for consistency across multiple operations.



WHAT I DO ?

I design frictionless experiences, not over-engineered systems

**I don't do to BRAG!! I do it for
MEANINGFUL CREATIVE IMPACTS**

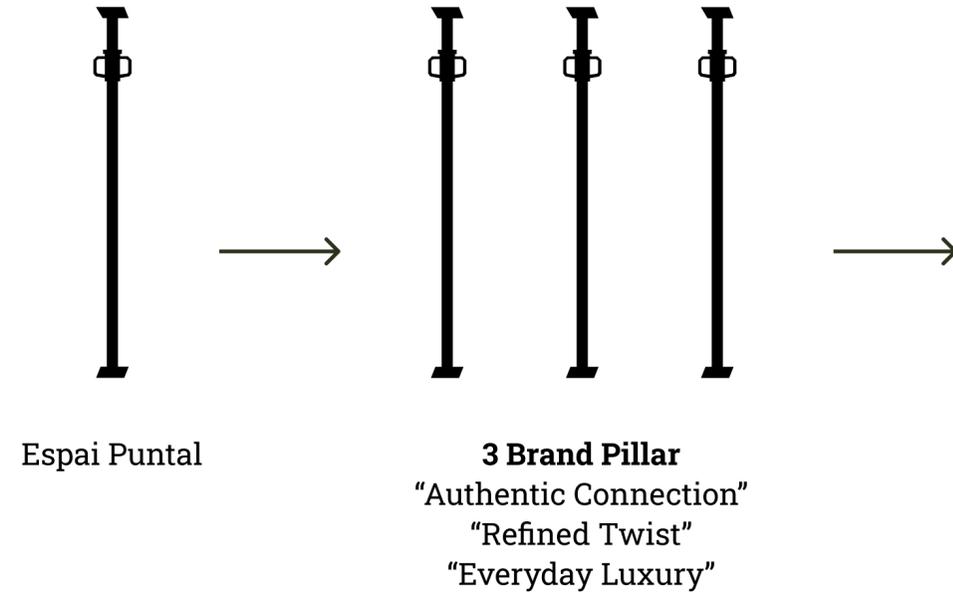
Impact often comes from small, powerful changes like
tone, flows, moments, perspective etc...

Even the smallest decision can echo through time, leaving footprints like the butterfly effect.

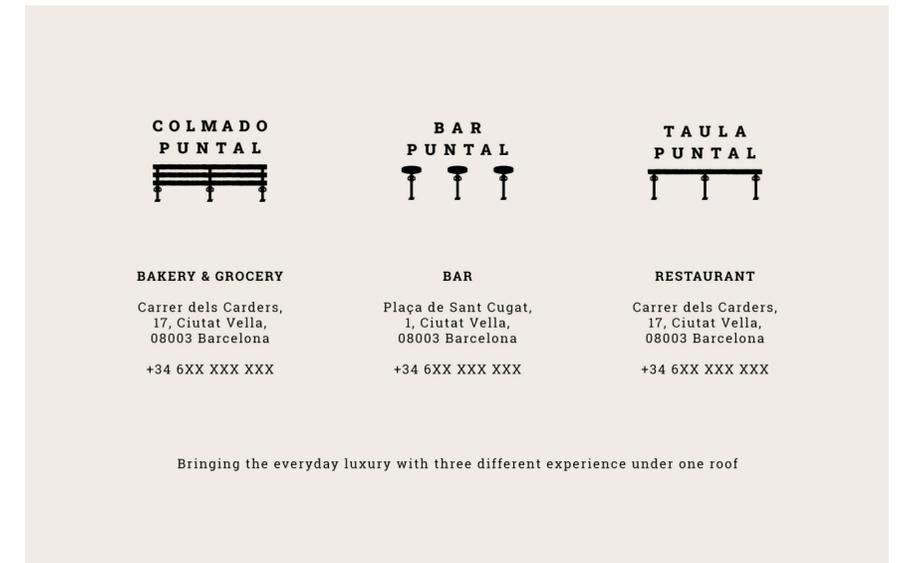
**I think like a kid,
a brand strategist &
a developer;
curious, strategic, &
execution-driven.**

Selected Works >>>

Brand Experience

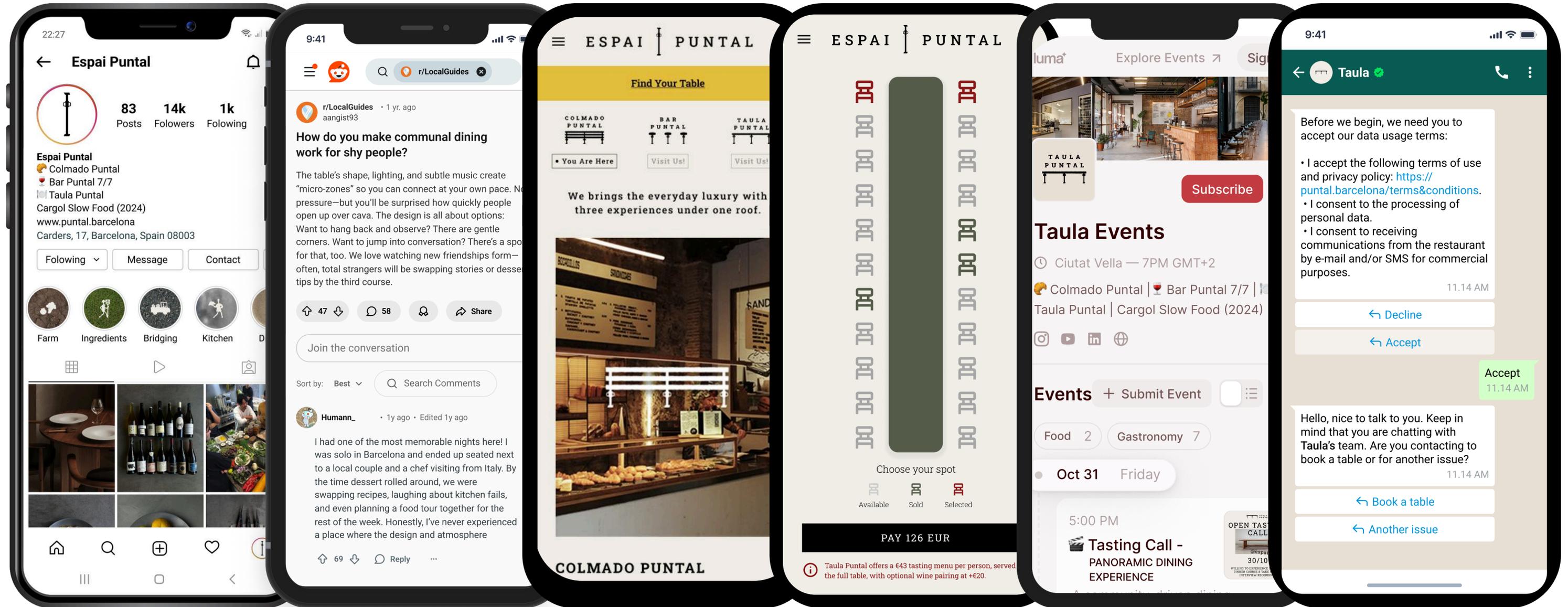


Primary Logo	Secondary Logo	Monogram	Typography												
			Roboto Slab Regular Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz												
Color	Photography	Brand Illustration	Roboto Regular Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz												
<table border="1"> <tr> <td>COLOR Black</td> <td>HEX #000000</td> <td>RGB (0, 0, 0)</td> <td>CMYK (0, 0, 0, 100)</td> </tr> <tr> <td>COLOR Puntal Green Asparagus</td> <td>HEX #2B321C</td> <td>RGB (43, 50, 28)</td> <td>CMYK (43, 50, 28, 1)</td> </tr> <tr> <td>COLOR Puntal White Asparagus</td> <td>HEX #E8DFC9</td> <td>RGB (242, 232, 218)</td> <td>CMYK (0, 4, 10, 5)</td> </tr> </table>	COLOR Black	HEX #000000	RGB (0, 0, 0)	CMYK (0, 0, 0, 100)	COLOR Puntal Green Asparagus	HEX #2B321C	RGB (43, 50, 28)	CMYK (43, 50, 28, 1)	COLOR Puntal White Asparagus	HEX #E8DFC9	RGB (242, 232, 218)	CMYK (0, 4, 10, 5)			
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Detailed File

Digital Experience

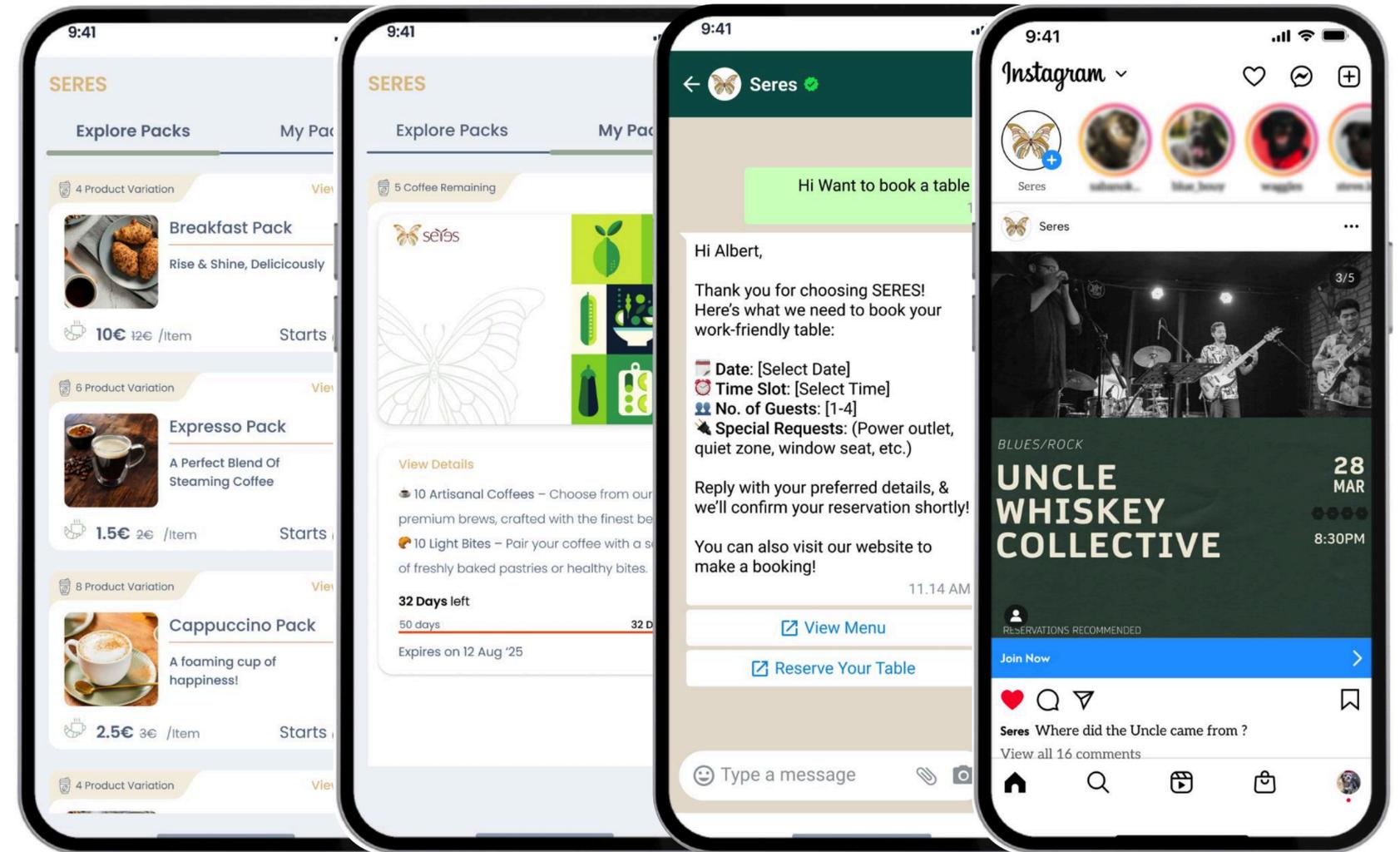


Espai's new digital strategy unifies Instagram (Meta) for demand generation, Reddit for long-term community trust, The Fork Whatsapp and Luma for bookings and curated events, and Taula Concierge our custom ChatGPT-powered agent to orchestrate discovery, reservations, menu storytelling, and personalized guest communication across the Espai Puntal ecosystem.

Detailed File



ma le cose cambiano al buio



Speakeasy café taps into its love for artisanal offerings & hidden gems. By blending high-quality daytime café culture with exclusive nighttime mixology, it appeals to diverse demographics.

Tailored with exclusive member ship packages & integrated Whatsapp reservation system. The space transform to a exclusive speakeasy bar by the sunset with exclusive access by unlocking the secret codes through instagram post.

Detailed File

Palatinate Purple

Hex: #5D2059
RGB: (93, 32, 89)
CMYK: (0%, 66%, 4%, 64%)

Skobeloff

Hex: #006D7C
RGB: (0, 109, 124)
CMYK: (100%, 12%, 0%, 51%)

Popstar

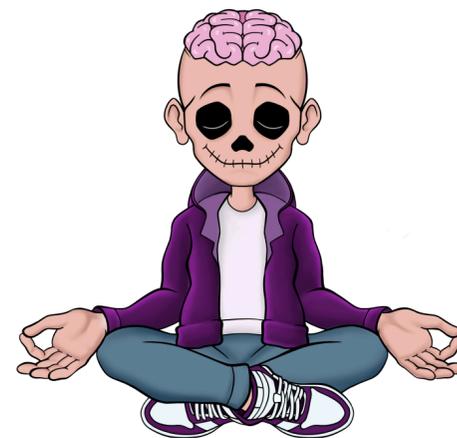
Hex: #C54262
RGB: (197, 66, 98)
CMYK: (0%, 67%, 50%, 23%)

Chinese Yellow

Hex: #FFB001
RGB: (255, 176, 1)
CMYK: (0%, 31%, 100%, 0%)

Burlywood

Hex: #DFB794
RGB: (223, 183, 148)
CMYK: (0%, 18%, 34%, 13%)



As a brand strategist, I designed The Bettr Choice as a functional millet-cookie brand on Shopify where every SKU, story page and offer turns “healthy snack” into a simple, guilt-free daily upgrade.

Using Shopify’s ecosystem for storefront, merchandising and conversions, I built a cohesive “Snack Bettr, Live Bettr” experience that extends seamlessly across social, DTC marketplace touchpoints and performance-driven campaigns

[Detailed File](#)



Attract and welcome wine tourism through rich storytelling and experiences. Build brand perception of San Casciano as an authentic, premium destination. Encourage deeper visitor engagement with wineries, events, and the territory. Make the visitor journey seamless, meaningful, and memorable.

[Detailed File](#)



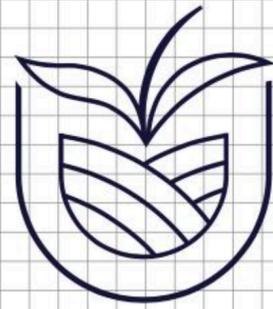
A monochrome & hand-drawn logo + labels inspired by antique Tuscan tradition, combining timeless elegance, artisanal detail, and heritage typography to appeal to collectors and premium wine lovers.

Every bottle should be a takeaway of the brand & the memory of the day the cork is unscrewed.

[Detailed File](#)



TEA STORIES
CRAFTING ORIGINAL EXPERIENCES

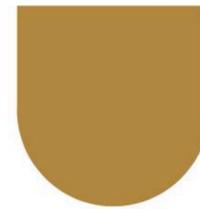


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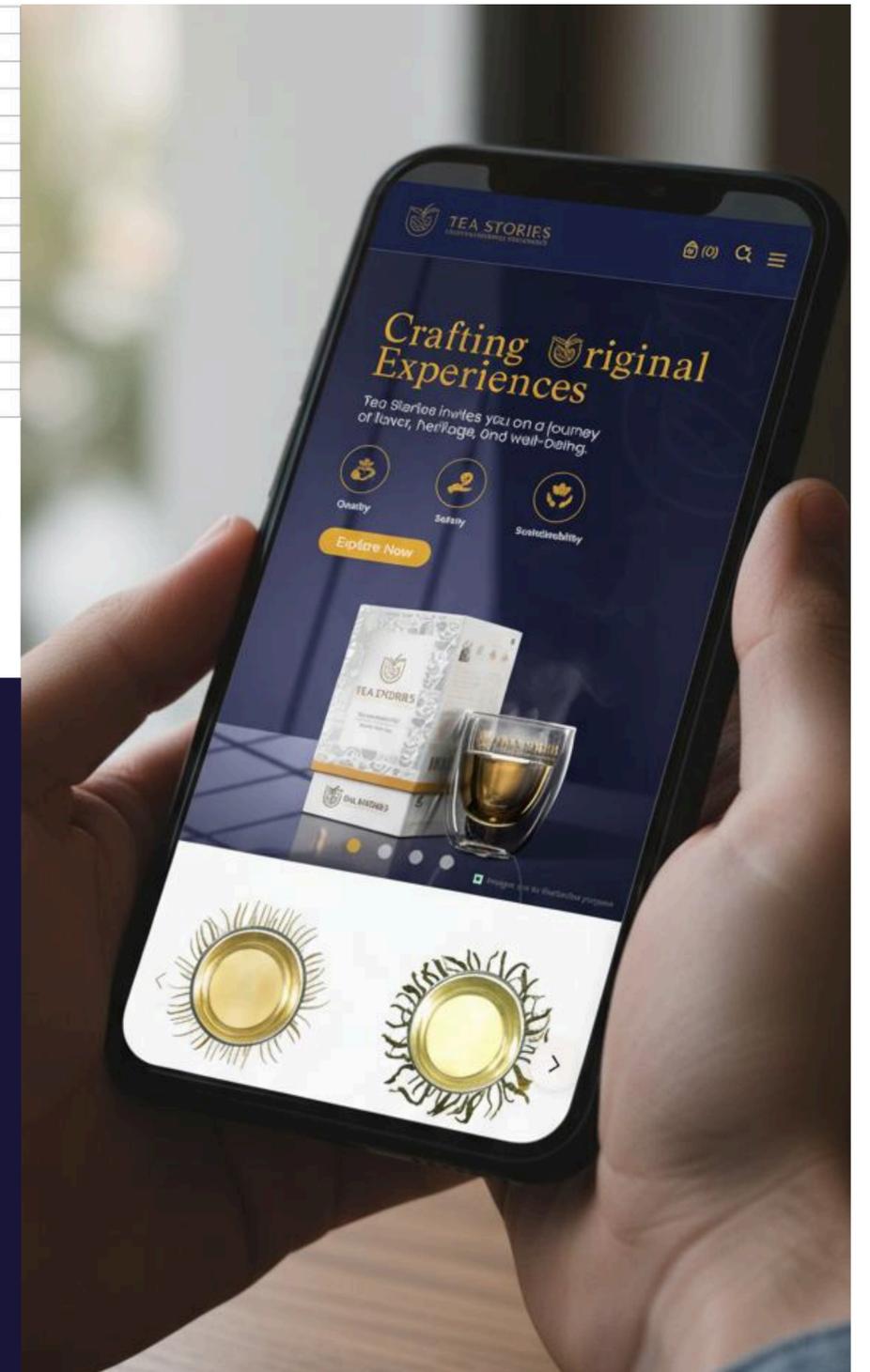
Pantone 2755 C
Hex: #282160
RGB: (40,33,96)

C - 100%
M - 100%
Y - 24%
K - 27%



Pantone 7407 C
Hex: #CCA052
RGB: (204,160,84)

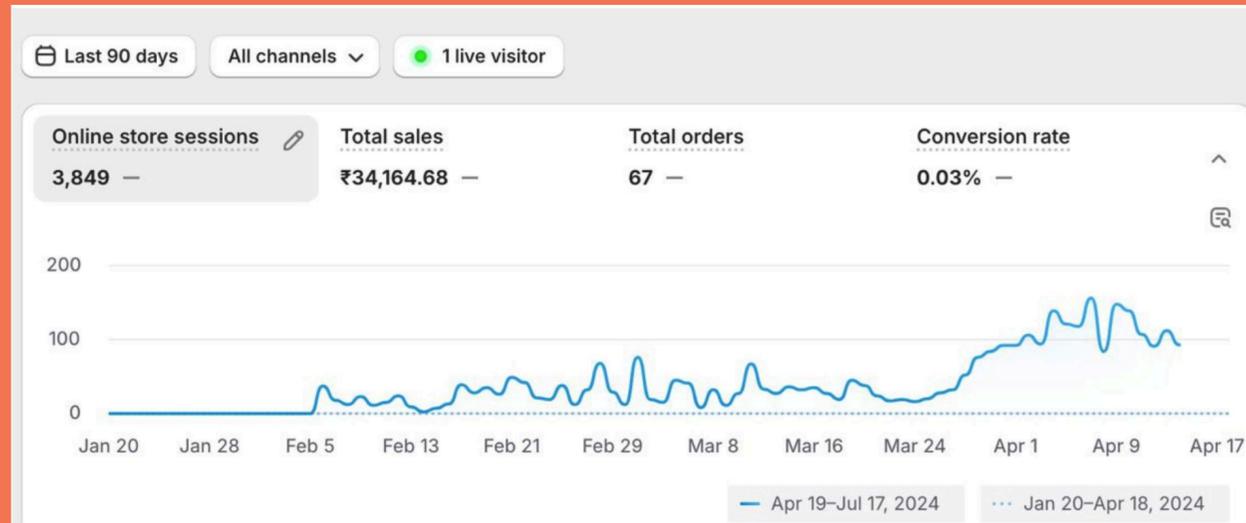
C - 21%
M - 36%
Y - 79%
K - 0%



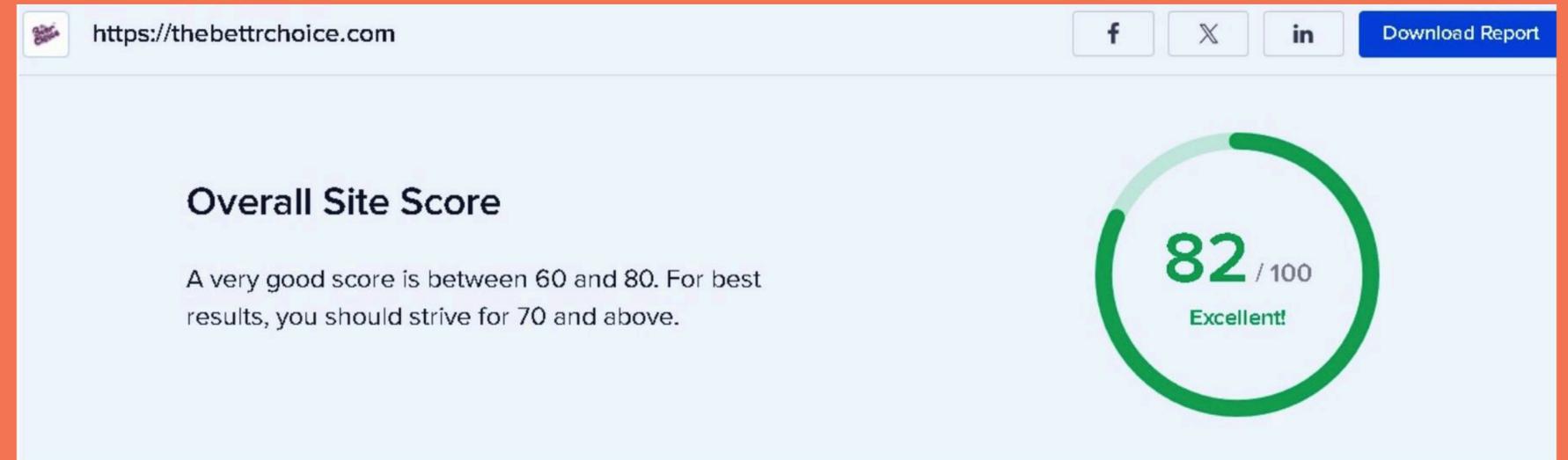
[Detailed File](#)

Campaign Managements

Client :The bettr choice

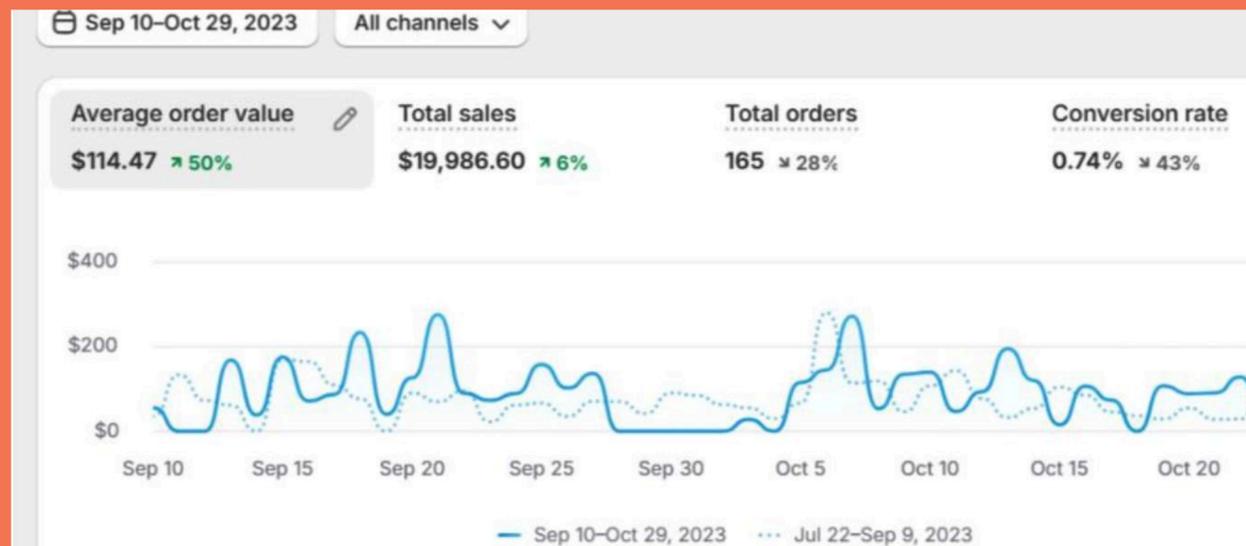


Online Sales

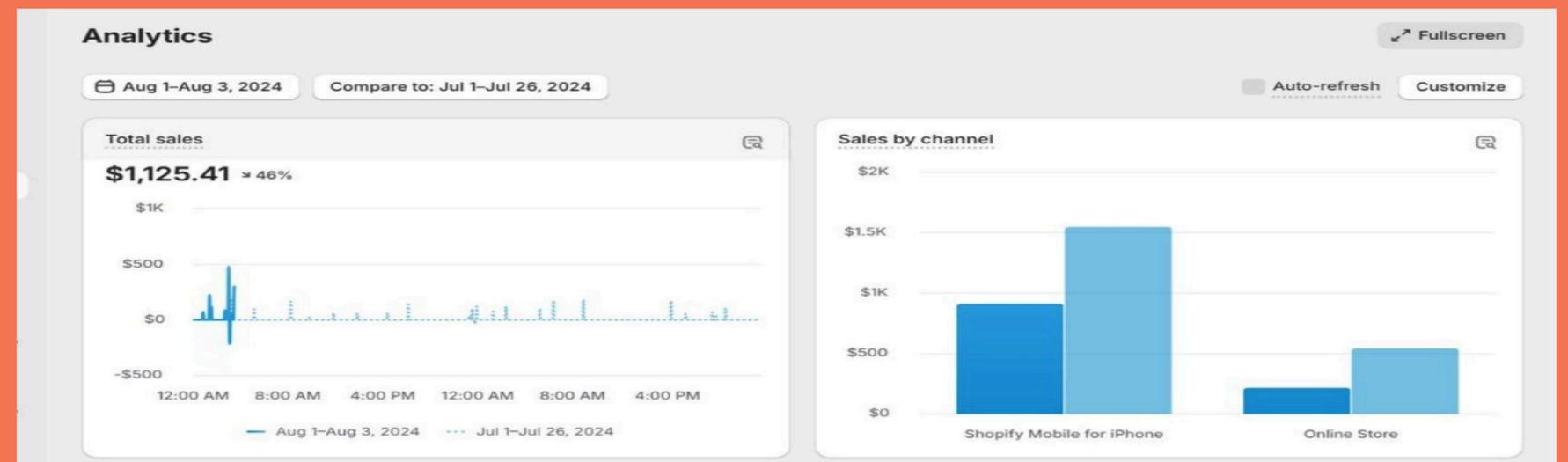


SEO Score

Client :Zbella



Online Sales



SEO Score

Disclaimer

Some of the work published here has been adapted or simplified for a general audience. Certain projects cannot be shared due to active non-disclosure agreements (NDAs). Additionally, some showcased projects are conceptual in nature and were created for exploratory or illustrative purposes only.

Portfolio Links

[General Portfolio](#)

[Design Portfolio](#)

[Digital Product \(POC\)](#)

[Video Showreel \(2023\)](#)

[Advertising Work](#)

Social Media Accounts Managed

[The Bettr Choice](#)

[Hybrid Fitness Studio](#)

[Muthoot Pappachan Group](#)

[Turfcafe Bistro](#)

[Vetqure Official](#)

Photography Portfolio

[Instagram](#)

[Behance](#)

[Coffee Table Book](#)

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[Resume](#)

Grazie Mille

Let's Co-create with intent,
Compound success, & build
Coherence that truly matters

