

Venkatesh Prasad Launches Official Website and Shares Perspectives on Design Practice and Freelance Collaboration

The website launch reflects a focus on brand identity work while addressing design criticism and evolving freelance collaboration models for founders.

Bengaluru, Karnataka Dec 15, 2025 ([IssueWire.com](https://www.issuewire.com)) - Venkatesh Prasad, a graphic and brand designer, has announced the launch of his official professional website, <https://venkateshprasad.in>, marking a step toward expanding his design practice and engaging with clients globally.

The newly launched platform serves as a central reference for his work in graphic design and brand identity, presenting selected projects across industries such as real estate, interior design, technology, fintech, and jewellery. The website also outlines his design approach and professional background, offering a structured overview of his creative practice.

Alongside the website launch, Venkatesh Prasad shared reflections on the realities of working in the design field, particularly for early-career designers. He noted that criticism is an inevitable part of creative work and emphasized that feedback, both positive and negative, plays a role in shaping stronger design outcomes over time. According to him, learning to navigate critique is an essential aspect of professional growth in the design industry.

Venkatesh Prasad also commented on evolving collaboration models between businesses and designers. He highlighted the increasing relevance of freelance graphic and brand designers for founders and growing companies seeking flexible, focused design support. In contrast to traditional agency models, freelance collaboration allows businesses to work more directly with designers, often resulting in faster turnaround, clearer communication, and efficient use of resources.

He further observed that working with freelance designers can support brand visibility across digital platforms without the extended timelines often associated with agency workflows. This approach enables founders to adapt their visual identity and creative needs more quickly in response to changing market and digital media demands.

The launch of the website reflects an effort to consolidate professional work, perspectives, and creative output into a single official platform, while contributing to broader conversations around design practice, collaboration, and visibility in the digital space.

Media Contact

Design Insights

*****@gmail.com

Source : Venkatesh Prasad

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