

PORTFOLIO • 2026 / AHMEDABAD

ISHIKA THAKKAR

I build brands,
communities and stories.

Founder & Creative Director, The Loud Table
Co-founder, MTRX Digital

- THE LOUD TABLE
- MITTI
- MTRX DIGITAL
- STAGE & HOSTING
- WOMEN OF AHMEDABAD
- LEADERSHIP & TEACHING





ABOUT (ISHIKA)

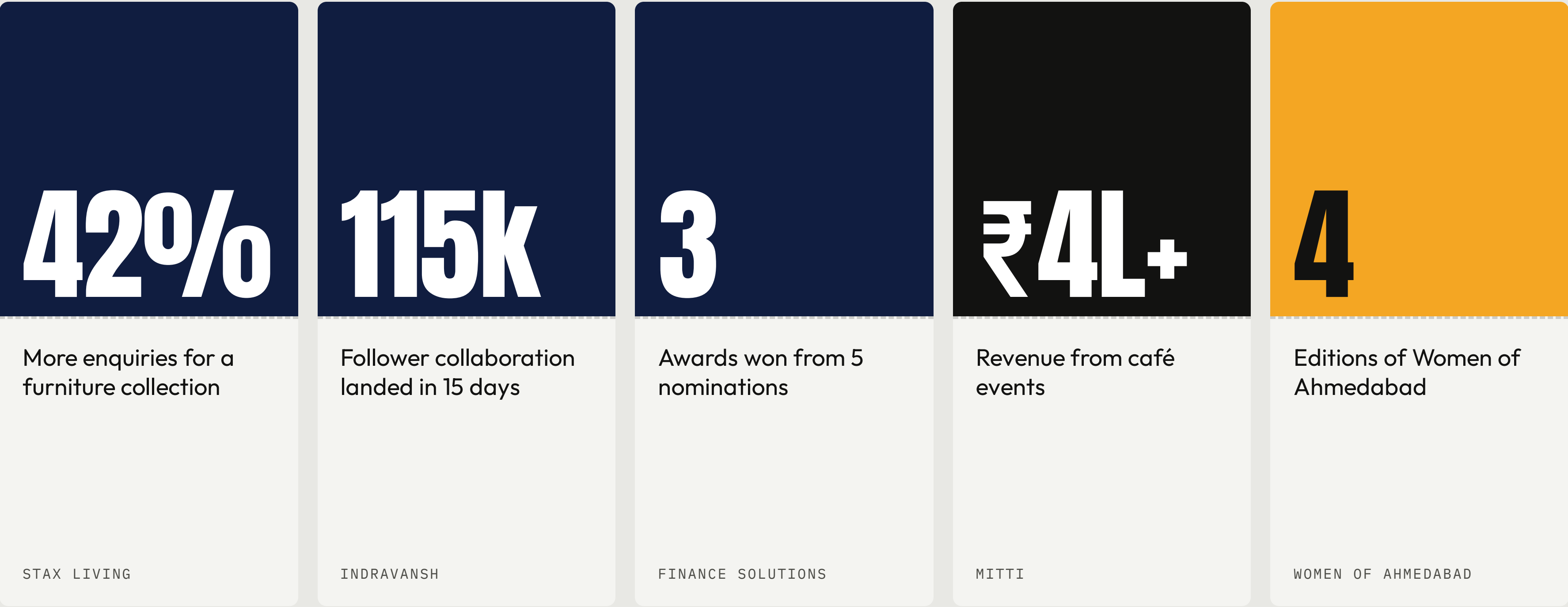
*I think in **stories** before I think in **strategy**.*

Give me a brand, a fest, a room full of five-year-olds, or a stage, and I’m doing the same thing every time: looking for what’s actually underneath it. People keep handing me the thing they can’t afford to get wrong, and trusting that once it’s mine, it’s handled.

● Founder & Creative Director	The Loud Table
● Co-founder	MTRX Digital
● Curator	Women of Ahmedabad
● Events Co-ordinator	Mitti Lifestyle Store & Café
● Executive Host	TEDx

AT A GLANCE

(05) RESULTS FROM THE WORK



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(06) SIX ROOMS, ONE WAY OF WORKING

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THE LOUD TABLE

Founder & Creative Director

STAX LIVING · INDRAVANSH · DESIGNECHO · FINANCE SOLUTIONS

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MTRX DIGITAL

Co-founder

DESIGN & DEVELOPMENT STUDIO

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WOMEN OF AHMEDABAD

Curator & Moderator

FOUR EDITIONS OF OPEN CONVERSATION

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MITTI

Events Co-ordinator

A CAFÉ'S EVENTS PROGRAMME

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STAGE & HOSTING

Host · emcee · playwright

TEDX · GUSEC · JUST A KHWAB

06

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LEADERSHIP & TEACHING

Organiser · teacher

TECH KAUSHALYA · TRINITY PRESCHOOL

FOUNDER & CREATIVE DIRECTOR

THE LOUD TABLE

Brand strategy and content, built around what a brand really stands for.

WHAT IT IS

We ask what a brand stands for, beneath what looks good in a deck.

HOW WE WORK

We build on instinct already proven, ahead of promises still being tested. We sell trust you can leave alone, the kind that needs no checking up on.

WHAT THE STUDIO DOES

- Brand strategy
- Personal branding
- Market research
- Social media management
- End-to-end creative direction
- Community building & events
- PR & outreach
- Influencer marketing



P. 06 STAX LIVING



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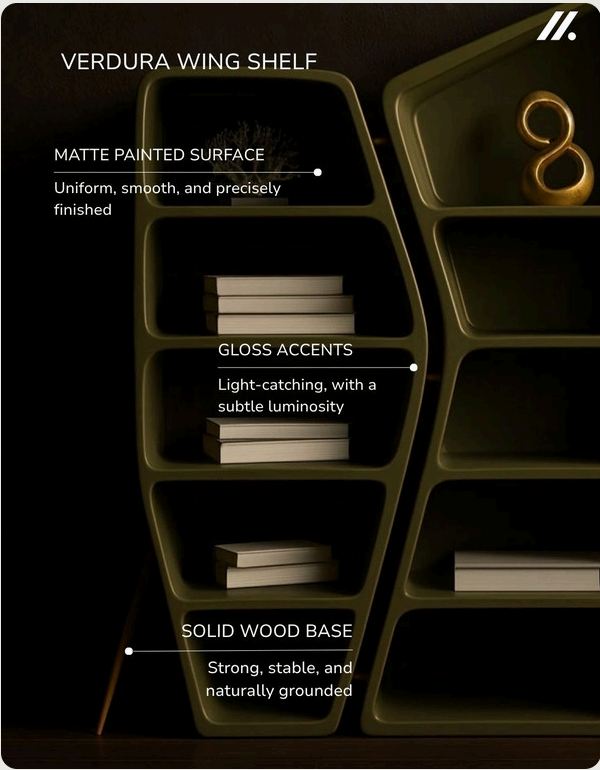
P. 09 FINANCE SOLUTIONS



01 BRAVA ARMCHAIR



02 CAMPAIGN STILL



03 VERDURA WING SHELF

● THE LOUD TABLE · CLIENT WORK

STAX LIVING

A furniture campaign where the colour only arrives when you get home.

ROLE	Market research, creative direction, social media
ORGANISATION	Stax Living, furniture collections

THE BRIEF
Consistent social media posting, with themes and concepts for new furniture collections that use storytelling as a promotional tool.

THE APPROACH
Storytelling concepts built on human emotion. The day outside is black and white: the commute, the traffic, the noise of Bombay, routine without colour. Then you get home, and there is red. That is the furniture.

- WHAT WE DID
- Market research
 - Creative direction
 - Social media management



● THE LOUD TABLE · CLIENT WORK

INDRAVANSH

Turning a store’s founder into the face of her brand.

ROLE	Personal branding & creative direction
ORGANISATION	Harshita, Founder of Indravansh Multi Designer Store

THE BRIEF

The founder wanted to become the face of her brand, increase digital engagement, attract collaborations, and position the brand at the intersection of heritage and luxury.

THE APPROACH

We began by identifying the founder’s personal voice and visual sensibility, then built a content and presentation strategy around it, positioning her as the storyteller behind the brand rather than a separate marketing entity.

WHAT WE DID

- Personal branding
- Creative direction
- Three end-to-end shoots a month

115k

Follower account collaboration, secured within 15 days

900+

New followers within 30 days

15+

Collaborations delivering strong cost value

3

End-to-end shoots per month



02 OUTDOOR HERITAGE PORTRAIT



03 GOLD JEWELLERY DETAIL



01 BLUE SARI SHOOT



01 CAREER SPOTLIGHT



02 EDITORIAL STATIONERY



03 CAREER FILM

● THE LOUD TABLE · CLIENT WORK

DESIGNECHO

Repositioning a writer as an editorial strategist.

ROLE	Brand strategy & creative direction
ORGANISATION	DesignEcho Communications, a writing service based in Ahmedabad

THE BRIEF

To develop brand guidelines that communicate a premium, luxury look and elevate the founder’s positioning from writer to editorial strategist.

THE APPROACH

A detailed questionnaire covering goals, service details, styling preferences, and references, followed by logo development and full brand positioning.

WHAT CAME OF IT

A premium, cohesive brand identity that repositioned DesignEcho as an editorial strategy consultancy rather than a freelance writing service.

WHAT WE DID

- Brand strategy
- Brand guidelines
- Logo development
- Brand positioning

● THE LOUD TABLE · CLIENT WORK

FINANCE SOLUTIONS

Building a consultancy’s credibility through awards.

ROLE	Brand strategy, PR & outreach
ORGANISATION	Finance Solutions, a finance consultancy based in Ahmedabad

THE BRIEF

Build credibility and visibility through award nominations.

THE APPROACH

Built a cold email list for relevant award nominations, drafted outreach emails and award forms, gathered the required data, and followed up where necessary.

- WHAT WE DID
- Award research
- Outreach emails
- Award forms and data
- Follow-ups

5

Award nominations in the year

3

Awards won

2

Speaker opportunities



01 AWARD PRESENTATION, GROUP



02 AWARD PRESENTATION

CO-FOUNDER

MTRX DIGITAL

A design and development studio. I help lead client relationships, marketing and design.

THE STUDIO

MTRX is a design and development studio creating websites, applications, brand systems, and practical automation. The name comes from Matrix: the systems beneath the surface.

THE IDEA

Bring clarity, structure, and purpose to brands and products, as a response to overdesigned, underbuilt digital work.

WHAT I DO AS CO-FOUNDER

- Client management
- Marketing and studio positioning
- Design across studio projects





SWATI INTERIORS

Swati Interiors
swatiinterior.com



Spaces & Design
spacesanddesign.com



BIRC
birc.in



HansWild
hanswild.in



01 COMMUNITY GATHERING



02 WOMEN OF AHMEDABAD



03 CAFÉ CONVERSATION

● WOMEN OF AHMEDABAD • COMMUNITY & EVENTS

WOMEN OF AHMEDABAD

Open conversations between women from every industry in the city.

ROLE	Curator & Moderator
ORGANISATION	Mitti Lifestyle Store & Café

THE IDEA

A community initiative bringing together women from every industry in the city. Four editions to date.

THE APPROACH

Independent speaker identification, outreach, and session structuring, followed by moderating each conversation. Sessions brought together women from unrelated fields for open conversation.

WHAT CAME OF IT

Lasting professional connections between attendees and growing local recognition, including newspaper coverage.

WHAT I DID

- Speaker identification
- Outreach
- Session structuring
- Moderating each conversation

4

Editions to date

● MITTI · COMMUNITY & EVENTS

MITTI

Building a café's events programme from the ground up.

ROLE

Events Co-ordinator

ORGANISATION

Mitti Lifestyle Store & Café

THE ROLE

Built Mitti's experiential programming from the ground up, including the flagship initiative Women of Ahmedabad.

THE APPROACH

Conceptualized and hosted 4-5 events a month across formats: workshops, raves, screenings, lectures, community brunches. Handled artist management, outreach, and session structuring independently; oversaw execution on the day.

WHAT I DID

- Programming 4-5 events a month
- Artist management
- Outreach
- Execution on the day

₹4,00,000+

Revenue through experiential programming

11k → 19k

Instagram following



02 MUSIC EVENING



03 WORKSHOP GROUP PHOTO



01 EVENT CONVERSATION



01 GUSEC, AT THE LECTERN



02 GUSEC PANEL SESSION



03 GUSEC SPEAKING SESSION

● STAGE & HOSTING · BEYOND THE STUDIOS

ON STAGE

Hosting live stages, from TEDx to a startup programme.

ROLE	Executive Host · Emcee
ORGANISATION	TEDx · GUSEC HerStart Acceleration Programme 2025

THE STAGES

Executive Host at TEDx. Emcee for GUSEC’s HerStart Acceleration Programme 2025.

WHAT IT TOOK

I learned to introduce spontaneity into a pre-written script while managing the nervousness that comes with live, unscripted moments.

- STAGES
- TEDx, Executive Host
- GUSEC, Emcee, HerStart Acceleration Programme 2025



01 THE CAST AND CREW

STAGE & HOSTING · BEYOND THE STUDIOS

JUST A KHWAB

A play I wrote, directed and starred in.

ROLE	Writer, director & lead
ORGANISATION	A play staged at Tech Kaushalya
THE PLAY	I wrote, directed, and starred in this play during Tech Kaushalya.
THE PROCESS	It required me to organize scattered ideas into a coherent, engaging narrative and to communicate that vision clearly to the cast and crew.



01 FESTIVAL TEAM

LEADERSHIP & TEACHING • BEYOND THE STUDIOS

TECH KAUSHALYA

Four years running every part of a university tech fest.

ROLE	Organiser, then supervised every department
ORGANISATION	Tech Kaushalya, a large-scale university tech fest

THE ROLE

During my four years of university, I did everything and supervised every department, including promotions, sponsorships, social media, and on-ground operations.

THE PROCESS

Chaotic. Every tiny detail matters and cannot be overlooked.



02 THE CORE TEAM



01 IN THE CLASSROOM



02 FIRST ANNUAL FUNCTION



03 CLASSROOM GROUP PHOTO



04 WITH THE CHILDREN

● LEADERSHIP & TEACHING · BEYOND THE STUDIOS

TRINITY PRESCHOOL

Teaching, marketing, and the school’s first annual day.

ROLE	Teaching, marketing & outreach
ORGANISATION	Trinity Preschool

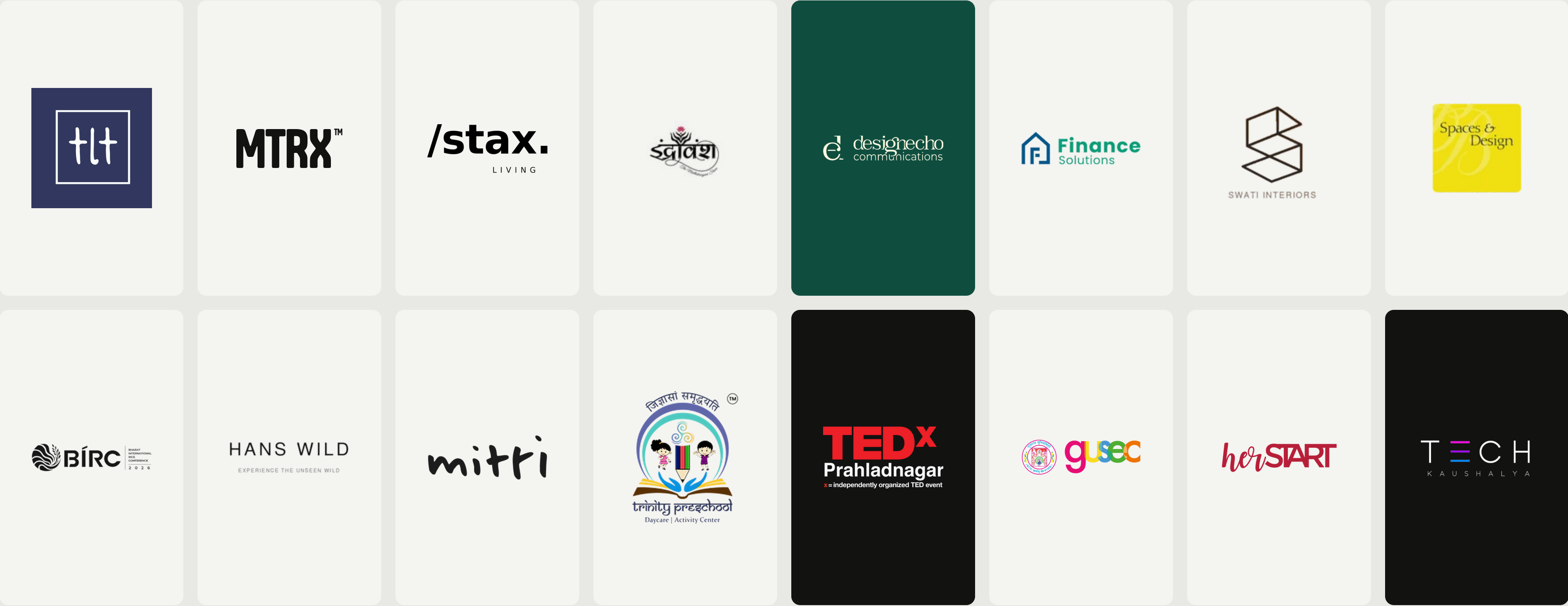
THE ROLE

Handled marketing, customer outreach, teaching young children, and organising and hosting the school’s first annual function.

- WHAT I DID
- Teaching young children
 - Marketing & customer outreach
 - Organised and hosted the first annual function

BRANDS & STAGES

(16) ACROSS MY WORK



A NOTE, AN IDEA, AN INVITATION

CONTACT ME.

Tell me what you're thinking. A brand, a room full of people, or an idea that doesn't fit a box yet.

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INSTAGRAM	@theloudtable.in ↗
WEBSITE	www.ishikathakkar.me ↗

Let's find the story.