

Aayush Aggarwal

DESIGN LEAD / MANAGER



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SKILLS

- Visual Design
- Illustration
- Layout Design
- Icon Design
- Team Management
- Communication and Collaboration
- Branding
- Creative Photography
- Campaign Planning

EDUCATION

- Bachelor in Design
(National Institute of Fashion Technology)
- Masters in Marketing and HR
Jain University

LANGUAGES

- English
- Hindi

PROFILE

With more than seven years of experience in brand communication design and development, I possess the skills to craft engaging and immersive visual experiences accompanied by content tailored for diverse platforms and audiences. My aim is to assist brands in conveying their stories through impactful and innovative designs and campaigns.

Glance | 2022 | Design Lead

- Developed design and image guidelines for the launch in the new geographic area, while also defining the brand tone for the initiative.
- Created multiple mockups to improve the user experience and journey of the product, ensuring a seamless and user-friendly interface.
- Successfully redefined the visual strategy and proactively established and managed visual operations for the product.
- Conducted various experiments focusing on image variations, leading to a 10% increase in both engagement and revenue.

Mobile Premier League | 2020-2022 | Senior Design Manager

- Built and mentored a team of five multidisciplinary designers.
- Developed a brand identity for social media.
- Designed comprehensive 360-degree marketing campaigns.
- Directed brainstorming meetings and creative sessions.
- Supervised daily workflows and project assignments.
- Contributed to the brand's U.S. market launch.
- Participated in designing and developing the Team India BCCI jersey campaign.

Cure.fit | 2019-2020 | Senior Graphic Designer

- Developed comprehensive photography mood board.
- Conceptualized and implemented a launch campaign.
- Supervised the design of new packaging.
- Strengthened brand presence across social media platforms.
- Created promotional materials for on-site brand events.
- Collaborated on sales creatives, resulting in a 20% rise in revenue.
- Contributed to the brand's expansion into the US market.

Manglam Arts | 2018 | Graphic Designer

EXPERIENCE