

Marketing Manager

Subway (EIPL)

Dec 2022 - present

Translating product marketing strategy into powerful and purposeful creative concepts to launch new products.

Responsible for owning conceptual development and delivery of visuals across different media, and also implementing a cohesive visual style and systematic approach to design.

Shaping creative solutions true to the brand, and collaborating across teams to achieve a consistent brand experience.

Associate Design Manager

OYO

July 2022 - Dec 2022

Part of a multidisciplinary brand team that defined, maintained and evolved OYO's design language in all public communication.

Reworked OYO's visual imagery to meet new business needs following a revised brand positioning.

Leveraged rebranding expertise in enhancing OYO's corporate image to ensure business growth.

Sr. Brand Designer

OYO

June 2021

Brainstormed and designed communication assets to function on-brand as well as on-strategy and established brand cohesion across platforms.

Art Director

(Lowe Lintas)

Mullen Lowe Lintas Group

June 2017 - May 2021

Designed engaging design concepts aligned to strategic routes to create strong marketing communication for over 15+ national and international clients at one of India's biggest ad agencies.

As part of a cross-functional team, collaborated and designed communication for over 15+ national and international brands while conceiving original designs and marketing concepts used in campaigns, packaging, brand identities, billboards etc.

Trainee

(Lowe Lintas)

Mullen Lowe Lintas Group

Nov 2016 - April 2017

Assisted the senior creative team with all aspects of the creative process (collateral designs, campaign assets, photo shoots, press proofing etc).

Brand exposure : Pernod Richard India (Absolut and Jameson), Foodpanda, Sun Pharmaceuticals, Google, Woodland, Hindustan Times, Micromax, YouTube India, Moolchand, Harley-Davidson, Cargill, Mahagun, Godfrey Phillips India and more.

proficiency

Adobe : Illustrator, Photoshop, InDesign, After Effects, XD.

Experience with : Goolgle Workspace and Microsoft 365.

education

College of art : Delhi University | 2012-2016 **Bachelor of Fine Arts** : Applied Arts