



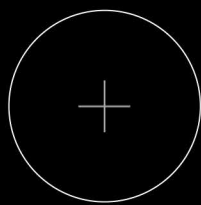
Ayushi Arora

Brand Designer | I strive to create designs that make a difference in people's lives. ✨

arora.ayushi95@gmail.com

ayushiarora.in

[@ayu.dsgn](https://www.instagram.com/ayu.dsgn)



Highlighted
Projects



Women's Day [↗](#)



World Music
Day [↗](#)



New Years [↗](#)
Campaign



Talk'n Express [↗](#)
Toolkit

EDUCATION

Srishti Manipal, Bangalore

Masters in Visual Communication

Design Thinking, Conceptualisation, , Brand Strategy & Advertising, Packaging, Illustrations, Calligraphy & Letterform Design, and UI UX.

2018 - 2020

MAAC

Diploma, Graphic Design

2017 - 2018

PGDAV, Delhi University

Bcom(Hons)

Member of the street play and theatre society, Rudra.

2013 - 2016

Delhi Public School

Commerce with Maths

CBSE, 88.5%

1998 - 2013

EXPERIENCE

District by Zomato

formerly Paytm Insider

Nov 2023-present

Deputy Manager, Brand Design

Lead visual identity and brand presence for all brand campaigns and marketing channels.

Conceptualize and design consistent visual solutions for event materials, including maketing collaterals, websites, and digital content. Successfully executed branding for **seasonal campaigns** and **on-ground activations** for large festivals, boosting event attendance.

boAt

Brand Designer

Aug 2022-Nov 2023

Building the philosophy of the brand "Do What Floats Your boAt".

Moment Marketing and Topical campaigns (like Women's Day, World Music Day, Independence Day etc).

Offline and Product Marketing Design for new launches.

Digitas India

May 2021-Aug 2022

Jr. Art Director

Designer

Social Media campaigns and Topical creatives for brands like boAt, Misfit by boAt, Orient Electricals, & Wework.

FrogIdeas

Nov 2020-Apr 2021

Communication Design Intern

Solely handled various LinkedIn campaigns for TATA Communications and Social Media deliverables for Jim Beam.

Freelance

2018 - 2020

Partnered with Designer People to work on 15 FMCG packaging designs.

The Entertainment Design Co.

2019

Intern

Designing the website for one of their sub-company, Fleur De Lis.

Buzzee Technologies

2017 - 2018

Audio Editing, Voice over Artist

Recorded & Edited 660 Audio formats in Hindi & English.

AWARDS/ACHIEVEMENTS

Kyoorius 2024 - Purple Elephant

boAt's Women's Day campaign "Watch her Play" won the Purple Elephant, Zee Equality Award.

Marketers Xcellence Awards 2023

boAt's campaign Rock'In India won Gold in the category 'Most Innovative Use of Print'

Digiplus Awards 2022, Gold

#NeverFitIn Campaign- Misfit by boAt

DMA ASIA Echo Awards 2022

Road To Automotive Utopia - TATA Communications

Street Play Events

7 certificates for winning various competitive events at DU

[V] Channel India Fest, 2nd Place

2nd place winner, selected to perform at the fest in Goa.

Stage Performance at Sri Ram Center

'Bachpan Kuch Kehta hai'

SKILLS

#CreativeStrategy

#ProblemSolving

#UI

#CreativeConceptDesign

#Branding&Identity

#MotionGraphics

#Visual Design

#Strategy