

AYUSHI ARORA

6 years of turning brand thinking into campaigns that actually move people. From brief to final output, I work at the intersection of cultural insight, strategy, and design. Building identities and campaigns for brands that don't just look right, but land right.

AWARDS

Kyoorius Purple Elephant, 2024

Zee Equality Award, boAt Watch Her Play

Marketers Xcellence Awards Gold, 2023

Most Innovative Use of Print, boAt Rock'In India

Digiplus Awards Gold, 2022

#NeverFitIn Campaign, Misfit by boAt

DMA Asia Echo Awards, 2022

Road to Automotive Utopia, TATA Communications

EXPERIENCE

District by Zomato, *formerly Paytm Insider*

Nov 2023 – Present

Deputy Manager, Brand Design

- Built brand identity and awareness strategy for District Stores from the ground up: topical campaigns, influencer marketing, **brand partnerships with Veg Non Veg, Coyu, and One8**, brand film ideation featuring **Jhanvi Kapoor and Chunky Pandey**, and large-scale retail activations including **End of Season Sale across 70+ mall screens and print locations nationwide**.
- Led branding for **Feeding India Concert 2026 featuring Shakira**: full visual identity system, key visual, campaign creatives, PR kit, merch design, and cross-platform marketing strategy.
- Primary creative point of contact for external agencies for District Stores**: briefing, directing creative output, and managing feedback cycles through to delivery.
- Led topical and seasonal campaigns** across District verticals including April Fools, Women's Day, Friendship Day, Navratri, and Mother's Day, spanning social, digital, and on-ground touchpoints.

boAt

Aug 2022 – Nov 2023

Brand Designer

- Contributed to **building boAt's core brand philosophy** Do What Floats Your boAt, developing the design language and visual strategy across all touch points.
- Led creative for Women's Day campaign Watch Her Play, won Kyoorius 2024 Purple Elephant. Campaign drove **40.16 Cr revenue, 2.5L units sold, 61M+ impressions**.
- Executed **Moment Marketing and topical campaigns** across Women's Day, World Music Day, Independence Day and more.
- Designed across offline and **product marketing for new launches** including boAt Smartwatches.

Digitas India

May 2021 – Aug 2022

Jr. Art Director

- Social media campaigns and topical creatives for **boAt, Misfit by boAt, Orient Electricals, and WeWork**.

Frogldeas

Nov 2020 – Apr 2021

Communication Design Intern

- Solely handled LinkedIn campaigns for **TATA Communications** and social media deliverables for **Jim Beam**.

Freelance

2018 – 2020

Brand & Packaging Designer

- Partnered with Designer People on **15 FMCG packaging designs**.

EDUCATION

Srishti Manipal Institute

Masters in Visual Communication

2018 – 2020

PGDAV, Delhi University

B.Com Hons

2017 – 2018

Delhi Public School

CBSE

2013 – 2016

SKILLSET

- Brand Identity
- Campaign Strategy
- Art Direction
- Topical & Moment Marketing
- On-ground & BTL Activation
- PR Kit & Merch Design
- AI-driven Content & Workflows

SOFTWARES

- Figma
- Adobe Creative Suite
- After Effects
- Higgsfield
- ChatGPT / Claude