AAYUSH GUPTA

Senior Creative Lead | Brand Identity, Campaigns & Motion

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Visa Status: Visit Visa | Available to join within one week

PROFESSIONAL SUMMARY

Multi-disciplinary Creative Designer with 6+ years of experience across brand identity, event and exhibition collateral, motion graphics, video editing, and web/app UI for brands including Pizza Hut, Anytime Fitness, TOEFL iBT, Crompton, and Skybags. Takes campaigns from first concept to final delivery: logos and brand guidelines, pitch and sponsorship decks, booth graphics and large-format print, motion teasers and edited videos, social kits, EDMs, and responsive landing pages. Proven in leading design teams, running multiple projects on tight deadlines, and partnering directly with printers and fabricators on pre-press and production.

CORE COMPETENCIES

- **Brand & Identity:** Logo design, visual identity systems, brand guidelines (logo usage, colour, typography, tone), rebranding, brand asset library management
- **Event & Exhibition Collateral:** Proposal, sponsorship and pitch decks; booth and exhibition graphics; backdrops, stage sets, roll-ups, standees; badges, lanyards, signage; invites, EDMs, post-event recap assets
- **Print & Large-Format Production:** Pre-press setup (CMYK/RGB, bleed, resolution), UK/US billboards, product catalogues and brochures, printer and fabricator QA
- **Digital, Social, Motion & Video:** Social campaign kits (feed, story, LinkedIn, banners), motion graphics, video editing, teasers, countdowns and announcement videos in After Effects and Premiere Pro, presentation templates
- **Web & App UI:** Responsive landing pages, grids and breakpoints, mobile UI, asset optimisation for load speed, WordPress builds, HTML/CSS basics
- **AI-Assisted Design:** Generative concepting and moodboards, AI image editing and upscaling, AI video and voiceover, rapid prototyping.

PROFESSIONAL EXPERIENCE

Senior Creative & UI Designer | The Medical Travel Company, New Delhi, India Apr 2025 – Sep 2026 • Own the visual identity and digital touchpoints of a medical travel brand serving patients in the UK, Africa, and Central Asia. • Designed 21 responsive landing pages and web flows, lifting lead conversion by 8%.

- Produce motion graphics and edit video content, including ad creatives, patient testimonials, and podcast intros, in After Effects and Premiere Pro.
- Build executive decks, client proposals, and marketing collateral with consistent brand application.
- Create EDM templates and optimise UI assets for mobile performance and page-load speed.

Assistant Creative Director | Jammin Digital, Delhi May 2023 – Mar 2025 *Promoted from Senior Graphic & Motion Designer / Senior Graphic & UI Designer*

- Directed creative for Anytime Fitness India, Pizza Hut, TOEFL iBT, Outlook, and Bikano across campaigns, events & digital. • Designed pitch presentations and sponsorship proposals that helped win and retain client accounts.
- Produced motion graphics, event teasers, and animated countdowns, and edited campaign and social videos in After Effects and Premiere Pro.
- Led and mentored the design team; streamlined review workflows to shorten iteration turnaround.

Senior Graphic & UI Designer | Wen Lighting, Gurugram Aug 2022 – Mar 2023 • Managed a 4-person design team delivering print campaigns, web banners, and digital collateral.

- Created UK large-format billboards, multi-page product catalogues, and brochures to strict pre-press standards. • Ran end-to-end print vendor QA: CMYK colour proofing, resolution checks, and fabrication output.
- Created motion graphics and edited product videos for launches, social media, and web campaigns.
- Designed responsive e-commerce layouts, UI banners, and social campaign assets.

Graphic & UI Designer | Creative Fox & Invoidea Technologies, Delhi Jan 2020 – Jul 2022 • Delivered brand identities, US billboard graphics, multi-page brochures, and social media kits for international clients. • Produced animated social posts and edited short promotional videos for client campaigns.

- Designed web banners and UI screens, and ran A/B test variations to improve click-through rates.

TOOLS

- **Design, Motion & Video:** Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, XD, Canva, WordPress, HTML/CSS
- **AI Tools:** Claude (Claude Design, Claude Code), ChatGPT, Midjourney, Adobe Firefly, Figma AI, Runway, Higgsfield, ElevenLabs

EDUCATION & CERTIFICATIONS

- Executive Certificate, Product Management & Agentic AI | IIT Patna (Vishlesan i-Hub) | 2025–2026 | Grade A+ • Bachelor of Arts | University of Delhi | 2019–2022
- Diploma in Graphic & UX Design | Arena Animation | 2019–2020 • Fundamentals of UX Design | Coursera | 2021