

AAYUSH GUPTA

Creative Designer | Brand, Events & Digital

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

PROFESSIONAL SUMMARY

Multi-disciplinary Creative Designer with **6+ years** across brand identity, event and exhibition collateral, motion graphics, 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, social kits, EDMs, and responsive landing pages. Experienced in leading design teams, managing multiple concurrent projects on tight timelines, and working directly with printers and fabricators on pre-press and output.

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 vs RGB, bleed, resolution), UK/US billboards, product catalogs and brochures, printer and fabricator QA
- **Digital, Social & Motion:** Social campaign kits (feed, story, LinkedIn, banners), motion 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

PROFESSIONAL EXPERIENCE

Senior Creative & UI Designer | The Medical Travel Company

Apr 2025 – Present

- Own the visual identity and digital touchpoints for 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%.
- Build executive decks, client proposals, and marketing collateral with consistent brand application.
- Create email (EDM) templates and optimise UI assets for mobile performance and 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, and digital.
- Designed pitch presentations and sponsorship proposals that won and retained client accounts.
- Produced motion graphics, event teasers, and animated countdowns 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 catalogs, and brochures to strict pre-press standards.
- Ran end-to-end print vendor QA: CMYK colour proofing, resolution checks, and fabrication output.
- 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.
- Designed web banners and UI screens, and ran A/B test variations to improve click-through rate.

TOOLS

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, Adobe XD, Canva, WordPress (Elementor)

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