



AYUSHI SINGH

Senior Graphic Designer



I am a passionate and creative designer with a relentless curiosity for expanding my horizons with 6+ years of experience in design and management. I am committed to continually expand my knowledge base and skills to push myself to reach my full potential both personally and Professionally.

Core Competencies

- Adobe Suites
- PowerPoint
- Print Design

- Typography
- MS Office
- Logo Design

- Business Planning
- Visual Branding
- Creative Direction

- Story Telling
- Creative Thinking
- Italian Fashion Study

Contact

7043310922

Email

Bhopal

Social

LinkedIn

Instagram

Portfolio

Software



Work Experience

Creative Director

October 2022 - Current

Kalaratashi Designs By Ayushi Singh

Design Studio - Bhopal, Madhya Pradesh, India

- I've applied my graphic design skills to formulate unique and visual branding materials since its inception and every stage of development.

Senior Presentation Designer

November 2021 - Current

OUTKREATE | Presentation Design Agency.

Work From Home | Headquarter - Washington, DC

- Designed 100+ compelling presentations and marketing materials.
- Designed presentation for Fortune 500 client companies like Hershey, Ferrero, Mondelez, ITT, Verra Mobility, Newmark, Armstrong, and Northrop Grumman.

Graphic Designer

July 2021 - November 2021

The Architect's Diary

Ahmedabad, Gujarat, India

- Developed and executed creative designs for various print and digital materials
- Designed 30 Best Penthouses E-book in India.

Social Media Executive

March 2021 - July 2021

Garvi Gurjari (GSHHDC), an undertaking of Government of Gujarat.

Gandhinagar, Gujarat, India

- Developed and implemented social media strategies to promote brand
- Created content that highlights the cultural heritage of Gujarat and the intricate craftsmanship of Garvi Gurjari's products.

Visiting Faculty - Marketing & Merchandising

February 2021 - July 2021

Khyati Institute of Design

Ahmedabad, Gujarat, India

- Conducted lectures on marketing and merchandising for undergraduate design students.

Design Intern

July 2020 - December 2020

PUMA Teamsport Equipment Accessories

PUMA Headquarters, Herzogenaurach, Germany

- Generated original sports accessories illustrations based on design brief.
- Worked on major football clubs such as Manchester City, AC Milan, Marseille FC, Borussia Dortmund, and FIFA Quality Footballs

Education

Global Master in Fashion and Luxury Management.

2019 - 2020

Rome Business School

Rome, Italy

- Marketing,
- Business Planning,
- Product Management
- Branding

Bachelor's in Lifestyle and Accessory Design

2014 - 2018

Unitedworld Institute of Design (UID)

Ahmedabad, Gujarat, India

- **Product Line Management Internship**

January 2020 - July 2020

PUMA Motorsport Footwear

PUMA Headquarters, Herzogenaurach, Germany

- Created line list updates to record and monitor any style brief
- Conducted competitor analysis
- Worked with Major Motorsport partners such as Scuderia Ferrari, Mercedes-AMG Petronas, BMW, Red Bull Racing, PORSCHE

- **Intern Accessory Designer**

February 2018 - June 2018

Creative Leather Art

Udaipur, Rajasthan, India

- Designed three collections of leather accessories
- Handled the production and manufacturing process
- Managed the Amazon Seller account for the company

Volunteer

- **Upcycling Studio**

3 week, January 2018

Auroville, Tamil Nadu, India

- Assisted in the upcycling of waste materials to create new products

- **Leather Embossing Craft Study**

4 weeks, April 2017

Auroville, Tamil Nadu, India

- **Blue Pottery**

2 weeks, February 2018

Jaipur, Rajasthan, India

Workshop

- **Designer Rocky .S workshop at UID.**

Dear Hiring Manager,

I am a seasoned graphic designer with a Bachelor's degree in Lifestyle and Accessory Design and a Master's degree in Fashion and Luxury Management. My 1.5 years of international exposure have provided me with a strong foundation in design principles and expertise in the business and management aspects of the luxury industry.

With proficiency in Illustrator, Photoshop, InDesign, and PowerPoint, I have worked on diverse print, interactive, and digital design projects as a freelance and in-house designer. Currently, I work as a Senior Graphic Designer / Presentation Designer at OUTKREATE, delivering compelling presentations for Enterprise leaders at US Fortune 500 Companies.

I am a driven individual with a passion for creating visually stunning designs and exploring innovative design solutions. I believe my skills and experience make me a valuable addition to your team.

Thank you for considering my application.

Sincerely,

Ayushi Singh
ayushi.becreative@gmail.com

COVER LETTER