

# Ayushi Singh

Senior Creative Designer  
Telling Stories Through Design

Bangalore, India

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Creative and detail-driven designer with 6+ years of experience in branding, campaign design, and visual storytelling. Known for a curious mindset and strategic thinking, I specialize in translating complex ideas into clear, purposeful visuals. Currently at Lowe's India, delivering design solutions that align with business goals and drive engagement across channels.

• Brand Identity

• Presentation Design

• Logo Design

• Visual Storyteller

• Retail Campaigns

• Visual Strategy

• Creative Direction

• Problem Solving

## Tools & Softwares

Adobe Illustrator



Adobe Photoshop



Adobe Indesign



Power Point



Figma



## Work Experience

### Global Marketing - Brand Creative Senior Designer

Lowe's India Pvt. Ltd. | Bangalore, India

May 2023 - Current

- Leading designs for emails, display ads, retail campaigns, and corporate branding.
- Serving as point of contact for Pro, Enterprise, and MyLowe's Rewards Journey emails.
- Built the 2025 "New Deals" email design system to streamline team workflows.
- Designed the complete 2025 Q2 style guide and contributed to several others.
- Supporting with peer reviews and mentoring teammates to maintain design quality.
- Performing SME role for internal & leadership presentation design.
- Collaborating with cross-functional teams to meet business goals.

### Senior Presentaion Designer

Outkrate | Presentation Design Agency | Remote Location

Nov 2021 - May 2023

- Designed 100+ presentations and brand collateral for Fortune 500 clients, including Hershey, Ferrero, Mondelez, ITT, and Northrop Grumman.
- Delivered high-impact visuals aligned with business storytelling and brand standards.



## Freelance

### Creative Director

Kalaratashi Designs  
Oct 2022 - Dec 2022

Directed end-to-end branding and visual identity development for a home-based business, from concept through launch.

## Volunteer

### Upcycling Studio

Auroville, Tamil Nadu  
Jan 2018 ( 3 weeks )

### Blue Pottery

Jaipur, Rajasthan  
Feb 2018 ( 4 weeks )

### Leather Embossing

Auroville, Tamil Nadu  
Apr 2017 ( 4 weeks )

## Languages

### English



### Hindi



## Hobbies & Interests

Rom-Com Reading

Travel & Explore

Creative Hustling

Motorbike Rides

Music Discovery

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## Work Experience

### Graphic Designer

The Architect's Diary | Ahmedabad, Gujarat - India  
Jul 2021 - Nov 2021

- Designed social media creatives, website layouts, and a digital e-book ("30 Best Penthouses") to boost brand visibility and engagement.

### Social Media Executive

Garvi Gurjari | Gandhinagar, Gujarat - India  
Mar 2021 - Jul 2021

- Developed social media strategies to promote Garvi Gurjari, showcasing Gujarat's cultural heritage and artisanal craftsmanship.

### Visiting Faculty - Marketing & Merchandising

Khyati Institute of Design | Ahmedabad, Gujarat - India  
Feb 2021 - Jul 2021

- Facilitated marketing and merchandising sessions for undergraduate design students, emphasizing real-world applications in fashion and retail.

### PUMA Teamsport Equipment Accessory Design Intern

PUMA Headquarters, Herzogenaurach - Germany  
Jul 2020 - Dec 2020

- Designed original sports accessory illustrations based on design briefs, contributing to products for major football clubs including Manchester City, AC Milan, Marseille FC, Borussia Dortmund, and FIFA-certified footballs.

### PUMA Motorsport Equipment Product Line Management Intern

PUMA Headquarters, Herzogenaurach - Germany  
Jan 2020 - Jun 2020

- Assisted in managing PUMA's motorsport footwear product line, collaborating with cross-functional teams and licensors like Scuderia Ferrari, Mercedes AMG Petronas, BMW, Red Bull Racing, and PORSCHE.
- Supported market research, product timelines, and marketing photoshoots.

### Intern Leather Bags Designer

Creative Leather Art | Udaipur, Rajasthan - India  
Feb 2018 - June 2018

- Designed three collections of leather accessories, overseeing the entire production and manufacturing process.
- Managed the company's Amazon Seller account, ensuring smooth operations and optimal product listings.

## Education

### Global Master in Fashion & Luxury Management

Rome Business School | Rome, Italy  
2019 -2020

Marketing | Business Planning | Product Management | Branding | Italian Fashion

### Bachelor of Design - Lifestyle & Accessory Design

Unitedworl Institute of Design | Ahmedabad, Gujarat - India  
2014 -2018