

# Creative lead

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Branding & Visual Communication Expert

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## Hello!

I am a branding expert with **8 years of experience** in building visual identities, marketing strategies, and advertising campaigns that drive engagement and business growth. Skilled in social media and YouTube growth, leveraging AI design tools to stay ahead of industry trends and enhance efficiency. Adept at mentoring, managing high-impact campaigns, and delivering user-centric solutions for global clients.



Awarded as the  Most dependable player of the team at Khatabook, India.



## clients



## work experience



### Creative Lead

Mesh.ai | 2024 – Present | Gurugram

- Developed comprehensive brand guidelines, ensuring a strong and cohesive identity.
- Revamped the website to enhance brand positioning and user experience.
- Created and produced social and blog content and generated convertible organic leads, which directly impacted sales.
- Sole SPoC for all creative decisions, managing agencies and third-party vendors to maintain brand consistency.

### Sr. Graphic Designer

Khatabook | 2020–2023 | Bengaluru

- Grew Khatabook's YouTube channel from 0 to 150K subscribers by leading strategy, content creation, and performance analysis.
- Developed brand guidelines and marketing campaigns, delivering visual storytelling.
- Led cross-functional projects with marketing, growth, and performance teams to optimize CTR and engagement metrics.
- Mentored junior designers, improving onboarding and creative workflows.

### Product & Graphic Designer

Kuse desing | 2017–2020 | Delhi

- Specialized in branding, packaging, advertisements, and campaign design for brands like UCB, Woodland, Spykar, and Newbridge.
- Applied strategic creative vision to simplify complexity and enhance brand positioning.
- Managed multiple projects efficiently, ensuring timely and high-quality execution.

### Product Design Manager

Takehomessmile | 2020 | Remote

- Designed interactive educational games for kids aged 1–4, focusing on themes like transportation and alphabets.
- Developed prototypes to enhance usability and engagement.



## Education



### Bachelors of Design (2013–2017)

National Institue of Fashion Technology, Raebareli

### High School (2011–2012),

CBSE Shree Ram Ideal School, Hisar, HARYANA

## skills

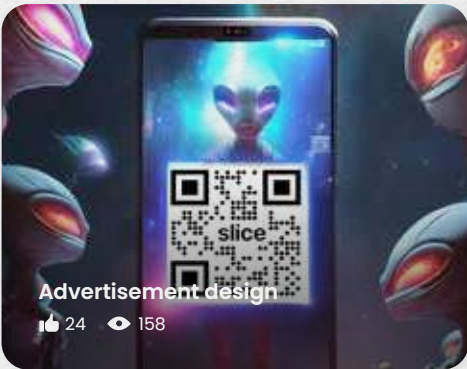
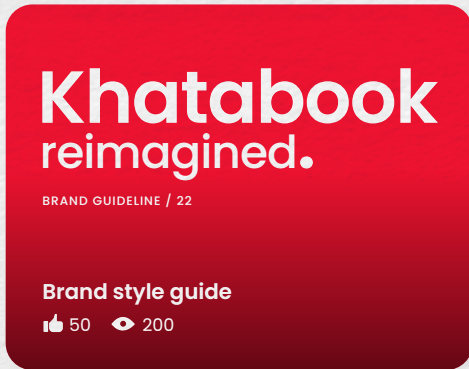
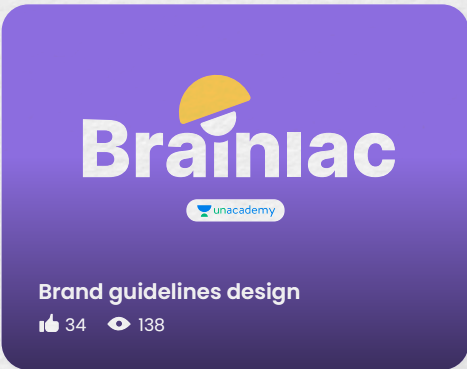


## tools



## Portfolio

Click on the images below to view complete project



[View complete Portfolio](#)



## Let's connect

I'm seeking a lead role where I can apply my strategic vision, creative expertise, and AI-driven innovation to elevate brand experiences.

