Ayush Agarwal

Art Director | Design Manager | Design Lead

A seasoned designer with a decade of experience, skillfully blending core design expertise, sharp project management capabilities, and a keen business sense. Known for fostering collaboration, energizing teams, and building a vibrant, high-performance creative environment.

Experienced across communication design, brand identity, performance marketing, video production, and social media content - with a strong foundation in design strategy, user experience, and design thinking. Adapt at leading creative teams and aligning cross-functional stakeholders to deliver innovative, goal-oriented solutions.

A design professional with a proven track record of driving projects from concept to completion, ensuring both aesthetic impact and functional excellence. Skilled in project ownership, creative direction, and design leadership, with a focus on adaptability, strategic thinking, and delivering results that resonate.

portfolio

🌐 www.aayudesgin.com

📷 ayudesign_

contact

📞 +91 8077470595

✉️ aayush3223@gmail.com

skills

Branding & Positioning | Visual Identity Systems | Campaign Design | Packaging | Creative Direction

Team Leadership | Cross-functional Collaboration | Design Mentorship | Stakeholder Management | Art Supervision

AI-Powered Design Exploration (Midjourney, Firefly, RunwayML, DALL·E)

Other Capabilities: Design Systems Thinking | UX-aware Visual Design | Performance Marketing | Social Creative Strategy

software

Ae Ps Ai Id Pr Xd Lr (Figma)

education

Jain University
MBA - Marketing & HR

National Institute of Fashion Technology
Bachelor in Design

languages

(English) (Hindi)

work

June 2022 - Present
Glance Digital Experience Pvt. Ltd. (InMobi Group)

Design Lead

Creative Leadership & Cross-Functional Collaboration:
Led the brand design vertical for Glance and Roposo across US. Collaborated closely with product, marketing, and content teams to deliver cohesive visual experiences across all channels.

AI-Powered Design Acceleration:
Introduced tools like Midjourney and Firefly into the design workflow -enhancing visual exploration, speeding up asset creation, and improving design agility across the team.

Visual Systems & Brand Governance:
Developed scalable design systems to maintain consistency across product surfaces, social content, and partner touchpoints -building a unified brand experience.

Design Team Mentorship:
Managed and mentored a cross-functional team of designers, improving creative quality, feedback loops, and cross-pod efficiency.

Campaign Execution & Strategy:
Directed creative for major launches and creator campaigns, aligning storytelling with user engagement and business KPIs. Orchestrated region-specific visual strategies aligned with user behavior insights, improving product journeys and boosting in-app content performance by 10%.

Data-Led Design Experimentation:
Drove content experimentation across formats and layouts, using iterative processes to optimize design efficacy and user retention.

Jan 2020 - June 2022
Mobile Premier League (MPL)

Sr. Design Manager

Franchise Visual Rebranding (RCB & KKR):
Revamped the visual identity of Indian sports franchises, elevating fan engagement and modernizing visual standards across merchandise, social, and match-day collateral.

BCCI Team India Jersey Campaign (MPL Sports):
Spearheaded the creative direction and execution of Team India's jersey launch across print, digital, and on-ground activations — blending performance visuals with national pride.

Team Leadership & Growth:
Mentored a team of designers through structured feedback, coaching, and development programs — fostering career progression and creative excellence.

Social Media Visual Identity:
Built and scaled MPL's social-first design system, boosting brand recall and deepening community engagement across campaigns.

Integrated Campaign Strategy:
Collaborated with product and marketing teams to deliver storytelling-driven, high-impact visuals across formats — from digital banners to stadium experiences.

Motion-Led Content & Merch Design:
Supported match-day videos, jersey packaging, and limited-edition kits with a consistent visual narrative and high aesthetic recall.

Game Launches & Brand Films
Delivered high-impact creative for multiple game-specific campaigns and cinematic brand films — blending storytelling with performance-driven design.

MPL Sports Foundation – Olympic Campaign
Drove the design narrative for MPL's partnership with the Indian Olympic Association, conceptualizing a nationwide campaign celebrating athlete stories, sportsmanship, and national pride.

Photoshoot Planning & Art Direction
Led end-to-end planning and visual execution of photoshoots for player kits, brand campaigns, and jersey unveilings — aligning creative with business goals.

In-House Content Creation
Built and streamlined an in-house design and production pipeline enabling faster turnarounds on campaign assets, videos, social content, and product marketing creatives.

Aug 2018 - Jan 2020
Cure.fit

Sr. Graphic Designer

High-Conversion In-App Creatives
Conceptualized and executed performance-driven in-app designs in collaboration with UX and product teams — resulting in a 15% uplift in click-through rates and a smoother user journey.

Event & Experiential Branding
Designed and executed end-to-end branding for on-ground activations, including large-format banners, fitness expos, and community events strengthening Cure.fit's physical brand presence.

OOH + On-Ground Campaigns
Created high-impact out-of-home and field-ready creatives for gyms, partner zones, and brand activations — increasing visibility and local engagement.

Fit Game Branding & Logo Design
Led the branding and logo development for Fit Game, creating a dynamic visual identity aligned with Cure.fit's energetic tone and fitness-driven mission.

Rugby League India Federation Logo Design
Designed the official logo for Cure.fit's internal Rugby League, blending sport-specific elements with the brand's distinctive visual language.

Trainers Photoshoot Art Direction
Art-directed celebrity-led shoots to elevate campaign storytelling — resulting in a 25% increase in social engagement.