

Aishwarya Vinod

Middleweight Designer

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📍 London, UK | Mumbai, India

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Research-driven and curious middleweight designer with a strong ability to create compelling branding and visual identity design projects from ideation to execution. With 4+ years of industry experience, I am adept at leading projects, both independently and collaboratively, to deliver high-quality creative solutions.

PROFESSIONAL EXPERIENCE

Folkulture, India

February 2023 – August 2023

Brand Strategist

- Crafted bespoke packaging for 16 products, contributing \$313K in revenue (1.47% of total)
- Created engaging Amazon listings, directing photoshoots to align brand storytelling with team efforts

Pangolin Marketing, India

July 2022 - February 2023

Visual Designer

- Developed branding for 3 B2B and SaaS clients, designing 7 eBooks and digital assets, generating 7 new leads & boosting client acquisition
- Designed publications for 12 clients, strengthening brand engagement and goal alignment

Markenzo Worldwide, India

2020 - 2022

Freelance Communication Designer

- Managed multi-disciplinary projects for clients across 3 industry sectors, improving creative efficiency
- Applied research-led design thinking to strengthen brand identity and engagement, leading 5 client accounts and aligning business goals to drive project efficiency

Box8, India

2019 - 2020

Brand Designer

- Led the conceptualisation and execution of end-to-end branding for the launch of Mealful Wraps, driving successful brand category expansion
- Designed app UI, social media strategy, and packaging, enhancing customer experience by reducing spillage risks

EDUCATION

MA in Graphic Branding & Identity

2023 - 2024

London College of Communication, University of the Arts, London

BDes in Fashion Communication

2015 - 2019

National Institute of Fashion Technology

SKILLS

Design Strategy and Visual Identity

With a focus on strategic problem-solving driven to curate research-based, and conceptual designs. Specialising in visual storytelling and cultural relevance to build authentic brand identities

Collaboration and Project Leadership

Confident in developing client pitches and presentations, while initiating cross-functional collaboration and managing tight deadlines in high-pressure environments

Organised and Enthusiastic

A highly organised, curiosity-first designer driven by the 'whys'. Combining strong project management skills with an enthusiastic approach to creative briefs

Motion, 3D and Digital Innovation

Integrating Motion Design and 3D design assets to enhance design efficiency through immersive mock-ups and multi-sensory audio-visual content

Print, Packaging and Production

Experienced in FMCG and Lifestyle packaging, as well as SaaS publication design with an understanding of print production 'nitty-gritties,' including dielines, bleed specifications, and material knowledge

Languages:

English (Fluent), Hindi (Fluent), Marathi (Advanced Proficiency), Malayalam (Beginner)

TECHNICAL TOOLKIT

Design: Adobe Illustrator, Photoshop, InDesign, Figma, Canva, Procreate

AI & Productivity: ChatGPT, Gemini, Adobe Firefly, Nano Banana, Notion, Slack, Google Workspace, MS Office

Motion and 3D Design: After Effects, Premiere Pro, Blender, Cavalry

EXTRACURRICULAR ACHIEVEMENTS

- **M & C Saatchi Open House Program, London**
Completed a 7-week program hosted by M & C Saatchi. Focused on industry specialists imparting their experience and knowledge, cross-functional networking, and the execution of concept-driven coursework within a global agency framework
- **Class & School Representative (University of the Arts London)**
Bridged communication between students and faculty, streamlining academic coordination and improving peer engagement
- **Volunteer Educator for NGOs in India**
Supported underprivileged students through regular tutoring, strengthening foundational learning, and academic confidence
- **Volunteer Event Coordinator for The Times of India, the third-largest news platform in India**
Organised and managed a large-scale cultural art festival in collaboration with *The Times of India*, ensuring smooth execution and attendee engagement
- **Advanced Graphic Design (Udemy, 2022)**