

Ayush Agarwal

Art Director | Creative Lead | Creative Strategist

A seasoned creative professional with 8+ years of experience, blending design expertise, campaign strategy, and disruptive storytelling. Skilled in scripting engaging promos, branded content, and viral ideas that tap into OTT, entertainment, and pop culture. Adept at managing projects end-to-end — from script and concept to production and execution — while ensuring both aesthetic impact and functional excellence.

Experienced across brand identity, communication design, performance marketing, and video production, with a strong foundation in advertising fundamentals, user experience, and design thinking. Known for leading high-performance creative teams, aligning cross-functional stakeholders, and solving problems under tight deadlines.

Pioneering AI-powered creative experimentation (Midjourney, Runway, Firefly, Sora, DALL-E, Veo) to explore new ways of storytelling and campaign execution. Recognized for adaptability, strategic thinking, and delivering work that resonates, engages, and trends.

portfolio

 www.aayudesgin.com
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contact

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skills

Scriptwriting & Storytelling - Promos | Branded Content | Short & Long-form | Hindi + English

Campaigns & Marketing - Disruptive Ideas | OTT & Pop Culture | Social-first | Title Marketing

Creative Direction & Design - Visual Identity | Packaging | Campaign Design | Production Oversight | Art Supervision

Advertising Fundamentals - Brand Positioning | Strategy | Consumer Insights | Problem-solving

Tech-led Creativity - AI Tools (Midjourney, Runway, Firefly, Sora, DALL-E) | Visual Experimentation | Motion & Layout Design

software

       
  

education

Jain University
MBA - Marketing & HR

National Institute of Fashion Technology
Bachelor in Design

languages

 

work

Oct 2025 - Present
Swiggy (CREW)

Visual / Creative Manager

Brand Ownership

End-to-end ownership of Crew's visual identity, including defining brand guidelines, tone, and aesthetics, and ensuring all touchpoints feel premium, cohesive, and clearly differentiated.

Creative Direction & Content Strategy

Shaping what content goes out, where, and how, including campaign narratives, editorial visuals, and experience-led storytelling, in close collaboration with product, marketing, and leadership teams.

AI-First Creative Execution

Driving AI integration across creative workflows, creating AI-led visuals and videos, and setting standards for responsible, scalable use of AI in Crew's creative output.

Cross-Functional Collaboration

Acting as the creative bridge between product, marketing, growth, and brand teams to translate business goals into strong visual outcomes.

June 2022 - Oct 2025

Glance Digital Experience Pvt. Ltd. (InMobi Group)

Creative 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. Creative 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

Creative 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.