

AYUSH AGARWAL

Art Director | Creative Lead | Creative Strategist

Bengaluru, India | +91 80774 70595 | aayush3223@gmail.com

Portfolio: www.aayudesign.com | Instagram: @ayudesign_

PROFESSIONAL SUMMARY

Creative leader with 8+ years of experience across brand identity, campaign strategy, and content-led storytelling for consumer-tech, sports, and entertainment brands. Owns creative end-to-end — from script and concept through art direction, production, and performance measurement. Proven track record building design systems, leading and mentoring cross-functional design teams, and delivering campaigns that lift engagement and conversion. Early and hands-on adopter of AI-led creative workflows (Midjourney, Runway, Firefly, Sora, DALL-E, Veo, Claude), with a focus on responsible, scalable adoption across teams.

CAREER HIGHLIGHTS

- Rebranded the visual identity of two IPL franchises — Royal Challengers Bangalore and Kolkata Knight Riders — across merchandise, social, and match-day collateral.
- Led creative direction for the BCCI Team India jersey launch across print, digital, and on-ground activations.
- Improved in-app content performance by 10% at Glance through region-specific visual strategies informed by user behaviour insights.
- Delivered a 15% uplift in click-through rates and a 25% increase in social engagement at Cure.fit through performance-led design and celebrity art direction.
- Introduced production-grade AI tooling into design workflows at two organisations, expanding creative exploration while setting standards for responsible use.

BRANDS & PARTNERSHIPS

Swiggy · Glance · Roposo · Mobile Premier League · Cure.fit · Royal Challengers Bangalore · Kolkata Knight Riders · BCCI / Team India · Indian Olympic Association · Rugby League India Federation

CORE SKILLS

Creative Direction & Design: Visual Identity | Brand Guidelines | Campaign Design | Packaging | Art Supervision | Production Oversight | Design Systems

Campaigns & Marketing: Brand Positioning | Integrated Campaigns | OTT & Pop Culture | Social-First Content | Title Marketing | Consumer Insights

Scriptwriting & Storytelling: Promos | Branded Content | Short-Form & Long-Form | Brand Films | Hindi & English

Leadership: Team Management | Design Mentorship | Cross-Functional Collaboration | Stakeholder Alignment | Creative Operations

AI & Tech-Led Creativity: Midjourney | Runway | Adobe Firefly | Sora | DALL-E | Veo | Claude | AI Workflow Integration | Motion & Layout Design

Software: Adobe Photoshop | Illustrator | After Effects | InDesign | Premiere Pro | Lightroom | Acrobat | Figma | Behance

PROFESSIONAL EXPERIENCE

Visual / Creative Manager

Swiggy (CREW) | Bengaluru, India | Oct 2025 - Present

- Brand Ownership:** Own Crew's visual identity end-to-end, defining brand guidelines, tone, and aesthetics so every touchpoint feels premium, cohesive, and clearly differentiated.
- Creative Direction & Content Strategy:** Shape what content goes out, where, and how — including campaign narratives, editorial visuals, and experience-led storytelling — in close partnership with product, marketing, and leadership teams.
- AI-First Creative Execution:** Drive AI integration across creative workflows, producing AI-led visuals and videos and setting standards for responsible, scalable AI use in creative output.
- Cross-Functional Collaboration:** Act as the creative bridge between product, marketing, growth, and brand teams, translating business goals into strong visual outcomes.

Creative Lead

Glance Digital Technology Pvt. Ltd. (InMobi Group) | Bengaluru, India | Jun 2022 - Oct 2025

- Creative Leadership:** Led the brand design vertical for Glance and Roposo across the US market, partnering with product, marketing, and content teams to deliver cohesive visual experiences across all channels.

- **Campaign Execution & Strategy:** Directed creative for major launches and creator campaigns; orchestrated region-specific visual strategies informed by user behaviour insights, improving in-app content performance by 10%.
- **Visual Systems & Brand Governance:** Built scalable design systems that maintained consistency across product surfaces, social content, and partner touchpoints, creating a unified brand experience.
- **AI-Powered Design Acceleration:** Introduced Midjourney and Firefly into the design workflow, expanding visual exploration, accelerating asset creation, and improving design agility across the team.
- **Team Mentorship:** Managed and mentored a cross-functional team of designers, raising creative quality and improving feedback loops and cross-pod efficiency.
- **Data-Led Experimentation:** Ran content experiments across formats and layouts, using iterative testing to optimise design efficacy and user retention.

Senior Creative Manager

Mobile Premier League (MPL) | Bengaluru, India | Jan 2020 - Jun 2022

- **Franchise Visual Rebranding (RCB & KKR):** Revamped the visual identity of two IPL franchises, elevating fan engagement and modernising visual standards across merchandise, social, and match-day collateral.
- **BCCI Team India Jersey Campaign:** Spearheaded creative direction and execution of the Team India jersey launch across print, digital, and on-ground activations, blending performance visuals with national pride.
- **MPL Sports Foundation – Olympic Campaign:** Drove the design narrative for MPL's partnership with the Indian Olympic Association, conceptualising a nationwide campaign celebrating athlete stories and sportsmanship.
- **Social & Integrated Campaigns:** Built and scaled MPL's social-first design system and delivered storytelling-driven visuals across formats — from digital banners to stadium branding — boosting brand recall and community engagement.
- **Game Launches & Brand Films:** Delivered creative for multiple game-specific campaigns and cinematic brand films, plus match-day videos, jersey packaging, and limited-edition merchandise kits.
- **Art Direction & Production Pipeline:** Led end-to-end photoshoot planning for player kits, brand campaigns, and jersey unveilings, and built an in-house design and production pipeline that shortened turnaround times on campaign assets.
- **Team Leadership:** Mentored a team of designers through structured feedback, coaching, and development programmes, supporting career progression and creative excellence.

Creative Designer

Cure.fit | Bengaluru, India | Aug 2018 - Jan 2020

- **High-Conversion In-App Creatives:** Conceptualised and executed performance-driven in-app designs with UX and product teams, delivering a 15% uplift in click-through rates and a smoother user journey.
- **Trainer & Celebrity Photoshoot Art Direction:** Art-directed celebrity-led photoshoots that elevated campaign storytelling, driving a 25% increase in social engagement.
- **Event & Experiential Branding:** Designed and executed end-to-end branding for on-ground activations, including large-format banners, fitness expos, and community events.
- **OOH & On-Ground Campaigns:** Created out-of-home and field-ready creatives for gyms, partner zones, and brand activations, increasing visibility and local engagement.
- **Logo & Identity Design:** Led branding and logo development for Fit Game, and designed the official logo for the Rugby League India Federation partnership, aligning both with Cure.fit's energetic, fitness-driven brand language.

EDUCATION

MBA, Marketing & Human Resources

Jain University, Bengaluru

Bachelor of Design

National Institute of Fashion Technology (NIFT)

LANGUAGES

English (Fluent) | Hindi (Native) — scripting and copy in both