

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
 [ayudesign_](#)

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

English Hindi

work

June 2022 - Present
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.