



# AAYUSHI SAINI

Graphic Designer

## ABOUT ME

I am a fiercely creative individual with a lot of energy & an appetite for application that just won't quit! I appreciate that value of time and self - discipline & I'm always willing to evolve & continue developing my skills through thought - provoking design & relentless efforts.

## CONTACT

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aayushiinsaini@gmail.com
- Website  
www.aayushiinsaini.in

## AWARDS

H.H Sheikh Fatima  
Bint Mubarak Award  
for Excellence, Dubai

2016

## SOCIALS MEDIA

- Behance  
https://behance.net/aayushisaini2
- Twine  
https://www.twine.net/aayushiinsaini
- Instagram  
aayushisaini

## EXPERIENCE

Senior Graphic Designer | Fruitbowl  
Mumbai, India

May 2023 – Present

- Managed the coordination of all design requirements for internal projects and the business development team, delivering high-quality pitches and digital assets such as social media posts, web banners, mock-ups, logos, and brand identities.
- Led a small team of designers, decoding client briefs to deliver precise visual cues, enhancing business onboarding for the company.
- Created various assets including newsletters, social media posts, internal communications, web banners, and credentials for Fruitbowl.

Logo and Branding | The Big Owl  
Mumbai, India

May 2023

- Designed the logo and branding for a new multi-storey space in Andheri, Mumbai, transforming it into a vibrant green café by day and a sophisticated unwind club by night.
- Coordinated with architects and designed original deliverables including custom lights, wallpapers, art installations, illustrations, and prints. I also developed a cohesive brand identity that seamlessly integrates the space's dual functions, enhancing its overall aesthetic and appeal.

Logo and Stationery | MRM Stones  
Hyderabad, India

December 2023

- Designed the logo and stationery for a legacy construction materials brand in Hyderabad, ensuring a modern and professional brand image. Created offline assets including stationery and factory facade signs, ensuring consistency and professionalism in brand presentation.
- Redesigned the logo for the parent brand, enhancing brand recognition and coherence across all platforms.

Custom Birthday Card  
Gujarat, India

June 2023

- Designed a personalized birthday e-card for a teenage girl, incorporating a heartfelt letter from her father.
- Created a collage of dreamy illustrations and real-life photographs, spread across four heartwarming pages - a visually captivating and emotionally touching piece, resonating deeply with the family and the recipient.

Logo and Deliverables | Nice Computers  
Punjab, India

October 2022

- Redesigned the logo and certificate for a legacy computer institute in Punjab, modernising the brand's visual identity while maintaining the brand image.
- Coordinated with in-house designers to ensure high-quality production of all deliverables.

Logo and Deliverables | Palmorama  
Goa, India

August 2022

- Designed the logo, stationery, and digital assets for a new eco-friendly stay and event space in Goa by drawing inspiration from the space's panoramic view of palm trees, creating a cohesive and visually appealing brand identity.
- Delivered a complete branding package that reflects the green and organic ethos of the establishment.

Creative Consultant | Fruitbowl  
Mumbai, India

March 2022 – May 2023

- Collaborated with the business development team on external pitches, managing design requirements for brands across various industries including food, fashion, pharmaceuticals, and freight.
- Delegated tasks to interns and managed multiple projects under strict timelines, ensuring timely delivery and high-quality outcomes.
- Created internal design pieces such as credential decks and digital assets, enhancing the company's internal and external communications.

Social Media Creatives | My Froyoland  
India

January – February 2022

- Coordinated with the founder's office to develop new and fresh social media creatives featuring original illustrations for store launches across the country.
- Designed festive illustrations for social media, enhancing the brand's online presence and engagement delivering visually appealing and original content that effectively promoted the brand.

Social Media Creatives | Maheshi Law Firm  
Canada

January 2022

- Coordinated with the founder's office to create fresh social media graphics for the firm's Instagram launch.
- Designed festive creatives for social media, enhancing the firm's online presence by delivering professional and engaging content that effectively communicated the firm's brand identity.

Logo and Stationery | ASR Lifespace  
Hyderabad, India

October – November 2021

- Created a new logo and stationery for a respected construction company in Hyderabad. Managed coordination with the external team to deliver high-quality digital assets and collaterals that enhance the company's professional image through a cohesive and modern visual identity.

Logo and Stationery | ImmersionX  
Hyderabad, India

October 2021

- Designed a unique logo for the AI immersive company, including collateral such as letterhead, business cards, and envelopes.
- Developed a brand identity that reflects the innovative and cutting-edge nature of the company and delivered a comprehensive branding package that effectively communicates the company's futuristic vision.

Visual Communication  
Aeroworks, Canada

September 2021

- Re-designed and uploaded existing visual materials, including brochures, PowerPoint presentations, and graphics, enhancing the overall visual appeal and consistency. Also created new designs based on the company's ongoing requirements, ensuring alignment with current branding and marketing strategies while collaborating with cross-functional teams to gather requirements and feedback, delivering high-quality visual content that supports business objectives.

Logo Refresh | ASOP Pvt. Ltd  
Punjab

June 2021

- Redesigned the company logo for a well-established manufacturer, exporter, and trader of food products, founded in 1958, creating a minimal yet significant update.
- Ensured the new logo was versatile for both print and web mediums while preserving the authenticity and legacy of the widely recognized brand.

Logo & Stationery Design | New Era Resort  
Delhi

May 2021

- Collaborated with Third Person marketing agency to conceptualise and design a logo and collateral for an upcoming chain of vacation resorts in Goa, India. Developed comprehensive design concepts for the visual brand identity, reflecting the luxury lifestyle and intellectual growth ethos of the brand.
- Created design concepts that harnessed an upscale mood, aligning with the resort's premium market positioning.

Design Consultancy & Goodie Box Design | Album - Noor by Bhuwin Khursija  
Hyderabad

April 2021

- Conceptualized and illustrated original album artworks for various songs in the album "Noor" by Bhuwin Khursija.
- Designed and assembled custom giveaway goodie boxes to enhance the release of the first song "Khoobsurat."
- Managed tasks, proofread content, and planned a release event, collaborating closely with marketing experts, designers, and artists.

Logo & Packaging Design | Dots (Earphone Company)  
Delhi

March 2021

- Conducted research on the target audience and price points to develop a fresh logo, color palette and packaging design for multiple SKUs by the startup brand. Created innovative yet simple packaging visuals that caught the eye and aligned with the brand's identity.

Logo Design | LogoPlott24  
Germany

March 2021

- Conceptualized a bold and refreshing logo for a German startup, considering the preferences of the European market and delivered a design that was visually striking and aligned with the client's brand vision.
- Focused on creating a memorable and impactful brand identity through the logo design.

Packaging Design | Basketville  
Delhi

February 2021

- Partnered with Unbox Marketing Solutions to design innovative and eco-friendly packaging for seeds and spices, developing creative, user-friendly packaging that was modern, pocket-sized, and promoted healthy seed consumption.
- Incorporated original digital illustrations and graphics to enhance the product's appeal.

Menu Design | The Blue Wagon  
Bangalore

January – February 2021

- Designed a clean and visually appealing food and coffee menu with original illustrations. Created a quick menu featuring detailed illustrations of various foods such as noodles, pizza, sundaes, toast and coffee variations.
- Ensured the menu design and poster design was easy to read and aesthetically pleasing, enhancing the dining experience.

Logo & Packaging Design | Bleaf  
Delhi

December 2020

- Designed the logo, stationery, and packaging for an organic brand offering various hemp-based consumer items.
- Ensured all design elements including colours and eco friendly packaging, were cohesive and effectively communicated the brand's organic and sustainable values.

Logo & Branding Design | S Square Construction  
Hyderabad

November – December 2020

- Designed the logo and branding for a construction company, understanding the client's requirements and restrictions.
- Developed a brand identity that was versatile and suitable for various applications and uses.

## EDUCATION

Masters in Shoe Design  
Polimoda, Florence, Italy

January 2019 - September 2019

Seasonal Course in Leather Craft  
Polimoda, Florence, Italy

November 2018 - December 2018

Higher National Diploma in Fashion Design, ED Excel UK, FAD International  
Pune, India

July 2015 - November 2017

Humanities Major in Psychology, Sociology and literature  
YPS, Patiala, India

2013 - 2015

## SKILLS

Software



Languages

