

AASHI JAIN

UX Designer | Graphic Designer | Artist

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ABOUT ME

A multidisciplinary designer with over 4 years of experience crafting impactful visual solutions for global brands like Amazon & Anheuser-Busch InBev. Specializes in transforming ideas into engaging visual narratives through branding, illustrations, and strategic storytelling. Passionate about exploring diverse creative styles & constantly evolving design techniques.

EDUCATION

CALIFORNIA STATE UNIVERSITY, EAST BAY, HAYWARD
MA in Interaction Design & Interactive Art
2025 – Present

SRISHTI MANIPAL INSTITUTE OF ART, DESIGN & TECHNOLOGY, BANGALORE
B.Des in Visual Communications & Strategic Branding
2017 – 2021

DELHI PUBLIC SCHOOL, DURG
Senior secondary CBSC school
2002 – 2017

DIGITAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Lightroom
- Adobe After Effects
- Figma

COLLABORATION

SUITS

- Microsoft 365
- Google Suite

INTERESTS

UX/UI Design, Typography, Illustrating, Urban Explorations, Photography, Story telling, Fiction. Walking my dog.

COMPETENCIES

Mind mapping, Compositions & Bento Box Grids, Conceptualising Preliminary Research, Data Visualization, Pixel-deep in a serif Vs. sans identity crisis.

WORK EXPERIENCE

Anheuser – Busch InBev
Sr. Graphic Designer | Bangalore, India 2023 – 2025

Design lead for AB InBev's premium brands, Corona & Hoegaarden, driving brand distinction through impactful visual communications and custom typography. Led visual & spatial design for major music festivals (Lollapalooza, Magnetic Fields, Echoes of Earth), enhancing brand presence across digital and physical touchpoints. Executed trade marketing, packaging, menu design, social media & communication assets to deliver immersive brand experiences.

Amazon EU
Graphic Designer & Visual Strategist 2022 – 2023

EU Performance Marketing Books Team
Visual designer for 5+ marketplaces - EU4 + UK/AU/IN.
Communication designer for On-site and various other marketing campaigns.

Amazon India
Graphic Designer 2021 – 2022

IN Kindle Content Marketing Team
Communication Design for on-site and marketing campaigns. Contributed to UPI payments integration on the Amazon app by designing user journey maps and low-fidelity wireframes to test and refine user flow.

Crucible Studio
Graphic Design + UX / UI Design Intern 2021

Branding projects, research, analysis, data mapping, and building low-fidelity user flow wireframes for websites under the guidance of Mr. Johnny Ganta and team.

Creative Dignity
Graphic Design + User Research Intern 2020

Catalogue design for traditional Indian artisans and their product showcase. User research, data collection, mapping and creating extensive reports on employment and expansion opportunities for local artisans of Uttar Pradesh, India.

Moshi Moshi
Graphic Design Intern 2019

Branding Projects, Logos design, visual identity, product catalogues, Image editing & UX/UI Design projects.

Inpod
Graphic Design Intern 2019

Created company collaterals, Logo design, Data collection and formatting, mapping and more.