



# NANCY VERMA

## CONTACT

Phone - +91 9779535397

Email - nancyverma396@gmail.com

Location - Gurugram (Haryana)

Website:  
[www.nancyverma.me](http://www.nancyverma.me)

Portfolio:  
<https://www.behance.net/nancyverma5>

Linkedin:  
<https://www.linkedin.com/in/nancy--verma/>

## SKILLS

- Adobe photoshop
- Figma
- Adobe Illustrator
- CorelDRAW
- Time Management
- Canva
- Leadership & Teamwork

## EDUCATION

**XII- Arts**  
SS. Model School, Punjabi University  
2009-2010

**Bachelor of Arts**  
Punjabi University  
2011-2013

## INTERESTS

- Cooking
- Dress Designing
- Painting
- Music

## ABOUT ME

I am a designer at heart. With **7+ years** of professional experience in graphic design, I specialize in **product branding, social media & advertising assets, and graphics for websites & marketplaces**. A creative collaborator and eager learner, I thrive on new challenges.

## WORK EXPERIENCE

- **LEAD GRAPHIC DESIGNER** 9/2023 - PRESENT  
**Nestasia/ Gurgaon**
  - Ideating and designing the graphic assets for paid social, website, email campaigns, marketplaces, and other sales & distribution channels
  - New graphic assets have resulted in more than **40% growth in ROI** of campaigns
  - Working on implementing new ideas for seasonal, occasional, and event campaigns
  - Consolidated the guidelines and design process for the brand
- **ART DIRECTOR** 03/2023 - 09/2023  
**Innovist/ Gurgaon**
  - Planned and executed product launches- **Bare anatomy**, Curly hair range, hair wax; **Chemist at Play** Body lotion, facewash, face cream and roll-on ranges; **SunScoop** sunscreen ranges
  - Cross-team and external stakeholder collaboration
  - Designed advertising assets for **Nudge** gummies range
  - Designed marketplace, advertising, and website assets for existing products of all 4 brands
- **SENIOR GRAPHIC DESIGNER** 03/2022 - 03/2023  
**Innovist/ Gurgaon**
  - Worked on **4 brands'**(Bare anatomy, Chemist at Play, SunScoop and Nudge) social media creatives
  - Created landing pages, website & marketplace banners, newsletters, catalogs, Ad video frames, gifs, and branding flyers
- **SENIOR GRAPHIC DESIGNER** 10/2021- 02/2022  
**Code Brew Labs/ Chandigarh**
  - Designed website landing pages and worked on social media & Ad creatives
  - Client projects- worked on social media & Ad creatives, case studies, pitch decks and infographics (15+ clients, highlight clients: **Bonn, Apni cabs, Healing Hospital**)
- **SENIOR GRAPHIC DESIGNER** 03/2020-10/2021  
**Kabera Global Technologies/ Mohali, Punjab**
  - Designed products' packaging and created mockups
  - Worked on **6 brands'** social media creatives
  - Designed product and website landing pages, Ad videos & banners and catalogs
  - Worked on company app's wire frames & designed the screens
  - Led a team of 4 people
- **GRAPHIC DESIGNER** 01/2019-02/2020  
**Wings For My Dreams/ Mohali, Punjab**
  - Worked on **Punjab Government project** & social media creatives
  - Designed catalogs, brochures, flyers, standies, and flex
- **GRAPHIC DESIGNER** 04/2017-01/2019  
**Wellness Solution/ Patiala, Punjab**
  - Designed product packaging
  - Worked on social media creatives
  - Designed catalogs, brochures, flyers, standies, and flex