

# AMAN KAUSHAL

## Senior Graphic Designer

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## PROFESSIONAL SUMMARY

Results-driven Senior Graphic Designer with 7+ years of experience in branding and visual communication. Adept at conceptualizing and delivering innovative design solutions across digital and print media. Passionate about enhancing brand identity and user experience through strategic and compelling designs. Proven ability to lead design teams, collaborate with stakeholders, and execute high-quality creative strategies that drive engagement and client satisfaction.

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## PROFESSIONAL EXPERIENCE

### The Information Company - TIC | July 2025 - Present

- Handled and managed brand accounts of valued clients like Hindalco, Tata, Godrej, Ultratech and Sanofi to maintain their brand quality and deliverables.
- Supported, directed, supervised and managed a team of junior designers to handle tasks and assignment, creatively direct them and provide regular feedback on their work.
- Managed future planning and strategy, workflow management and client communication on future work, objectives and requirements.
- Worked with AI software's like Midjourney, Freepik AI, ChatGPT, Google Gemini, Sora and LM Arena to ensure daily work optimisation.
- Star of the Month award winner for maintaining the best performance, owning up to assigned tasks and delivering quality work consistently.

### Publicis Groupe – Performix | Senior Graphic Designer | April 2023 – July 2025

- Led brand identity projects across diverse media, ensuring creative excellence and consistency.
- Created performance media creatives, DSP creatives, Spotlight creatives, Amazon SB/SD creatives, and PCA creatives to drive marketing success.

- Explored and gained expertise in AI-driven design tools like MidJourney and Freepik AI Image Generation to enhance creative execution.
- Mentored junior designers, reviewed their work, provided constructive feedback, and assisted in screening and onboarding new candidates.
- Worked on brand decks and presented them to clients, ensuring clear communication of brand strategies.
- Managed client communication and relationships, acting as a key point of contact for design-related discussions.
- Guided a team in designing e-commerce platform interfaces, optimizing product display and user experience.
- Recognized with the "Milestone Award" for completing three successful years with the company.

### Publicis Groupe – Performix | Graphic Designer | Feb 2021 – Mar 2023

- Designed and managed digital media for more than 50+ brands, streamlining processes for improved project efficiency.
- Developed motion graphics using Adobe Suite, significantly enhancing client engagement and visual appeal.
- Implemented industry-standard file management practices, ensuring seamless project execution and handovers.
- Consistently met project deadlines, earning frequent client appreciation.

### WeddingZ by OYO | Graphic Designer | Sept 2019 – Feb 2021

- Designed solutions for Multiple brands for enhancing their visual identity.
- Developed marketing collateral, including brochures, social media graphics, and advertisements.
- Created motion graphics and animations to elevate brand storytelling and engagement.
- Collaborated with cross-functional teams to ensure brand consistency and design alignment.
- Designed and managed both digital and print media, streamlining processes for improved project efficiency.

### Key Achievements

- Successfully worked on branding and packaging for 50+ brands.
  - Received client accolades for delivering high-quality designs that met or exceeded requirements.
  - Led design strategies that contributed to enhanced brand presence and audience engagement.
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## EDUCATION & CERTIFICATIONS

- Certification in Graphic Print Design (CGPD) – MAAC
  - Foundations of User Experience (UX) Design
  - Start the UX Design Process: Empathize, Define, and Ideate
  - Build Wireframes and Low-Fidelity Prototypes
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## TOOLS & SOFTWARE

Adobe Photoshop • Adobe Illustrator • Adobe After Effects • Figma • Adobe XD • Midjourney • Freepik AI • ChatGPT • Google Gemini • Sora • LM Arena