

Creative Designer | UI UX Designer

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NAINA

Mastud

Creative Designer with 6 years of experience developing brand and campaign communication across healthcare, sports, education, and lifestyle. Experienced in taking work from brief and concept development through final multichannel delivery—campaign key visuals, brand identity systems, social-first creative, editorial layouts, and presentation design—for global and regional audiences. Comfortable working within regulated brand environments, adapting creative across formats and markets, and integrating GenAI tools into everyday creative workflows. Seeking art direction and campaign-led roles where concept and visual storytelling drive the work.

CORE SKILLS

CREATIVE

Art Direction • Concept Development • Campaign Ideation • Creative Strategy • Visual Storytelling • Mood Boards • Storyboarding • Editorial Design • Typography & Layout

CHANNELS:

360° / Multichannel Campaigns • Social-First Creative • Digital & Print Collateral • Key Visuals (KV) • Presentation & Pitch Deck Design • Motion & Video Assets

WAYS OF WORKING

Concept-to-Completion Ownership • Brief Interpretation • Cross-Functional Collaboration • Stakeholder Management • Multiple Concurrent Deadlines

BRAND

Brand Identity Systems • Brand Guidelines • Design Systems • Brand Asset Libraries • Brand Guardianship • Regional Adaptation & Localisation



EDUCATION

ADVANCED CERTIFICATION IN UI/UX DESIGN

IIIT-Bangalore, PG Program / 2023-2024

DIPLOMA IN FASHION TECHNOLOGY

L. S. Raheja Institute, Mumbai / 2017-2020

Best Inspirational Illustration 2018

H.S.C. — ARTS

K. V. Pendharkar College, Mumbai • 2015 - 2017

EXPERIENCE

CREATIVE DESIGNER

ELI LILLY, BENGALURU | 2023-PRESENT

Healthcare / Global Marketing

- Designed and coded HTML5 banner ads and display creative using Google Web Designer, building animated banner sets for internal / HCP/marketing digital campaigns
- Hand-coded and refined banner animations and interactions to meet ad-platform specifications and file-size constraints, delivering multi-size banner sets from a single creative concept
- Wireframed website page layouts translating briefs into structured, user-focused page flows before moving into visual design
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- Designed and built web pages from wireframe through to live publish, coordinating with IT/server/hosting teams to deploy pages and verify design fidelity post-launch

GRAPHIC DESIGNER

ITW CONSULTING, BANGALORE - 2023

Digital · Brand · Marketing · Editorial

- Created campaign and social-first creative for sports and entertainment clients, including matchday/fan engagement/sponsorship assets across digital platforms.
- Produced key visuals and adapted them into multi-format deliverables for social, digital, print, and OOH, working to fast-turnaround campaign timelines.
- Contributed to concept development and pitch decks for [client/brand] presentations.

GRAPHIC DESIGNER

upGrad Campus, Bangalore · 2022 - 2023

- Designed performance and brand creative for education marketing campaigns across social, digital, and email, supporting enrolment/brand awareness objectives.
- Built reusable templates and design systems for recurring campaign formats, improving turnaround and consistency across the marketing team.
- Produced editorial and long-form layouts, including brochures/course collateral/reports.

GRAPHIC DESIGNER

House of Mandoth, Bangalore · 2021 - 2022

- Developed brand identity and visual communication for the brand/category, covering logo, packaging, collateral, and social as required.
- Art-directed and designed campaign creative for product launches / seasonal campaigns, from concept through final delivery.

TOOLS



INTERESTS

- SKETCHING
- PHOTOGRAPHY
- TRAVEL
- MUSIC
- READING

LANGUAGES

- ENGLISH (FLUENT)
- HINDI (FLUENT)
- MARATHI (FLUENT)

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