



VIVEK VERMA

CREATIVE DESIGN MANAGER | DESIGN LEAD

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New Delhi, INDIA

Hello! I'm

A Creative Design Manager with over 10 years of experience in graphic designing, including more than 5 years of experience in a managerial creative position. With a valuable combination of artistic, technical, and managerial skills and expertise in a wide range of design software applications and visual conceptualization, I have handled several design projects simultaneously. Creating over a 100 creative campaign ideas for a diverse range of sectors including hospitality, retail, and technology from across the globe for multinational brands such as MediaTek, LG, OPPO, BrandUSA, and many more.

EDUCATION

- Higher Secondary
CBSE - Delhi, INDIA | 2008 - 2009
- Bachelors in Arts
University of Delhi, INDIA | 2010 - 2014
- Diploma in Graphic Design
Arena Multimedia, India | 2009 - 2011

SKILLS

- Project Management
- Branding
- Team Leadership
- Strong Creative Vision
- Adobe Creative Suite
- Developing Creative Standards
- Concept Development

PROFESSIONAL EXPERIENCE



HUSTLER COLLECTIVE LLP

- Creative Design Lead | New Delhi, INDIA
08/2018 - Present (On-site)
 - Leading a dynamic design team, overseeing projects and campaigns from conception to delivery, ensuring timely and efficient execution for clients.
 - Achieved outstanding consumer engagement through the creation of multi dimensional ad formats and E-commerce Brand stores, resulting in over **1.2 Billion views**.
 - Managing campaigns and projects for clients across diverse regions including North America, Europe, Middle East, and South East Asia, ensuring alignment with regional requirements and objectives.
 - Mentor and train new team members on brand guidelines, design tools, and project management techniques, fostering a cohesive and skilled team environment.
- Design Manager | Dubai, UAE
09/2021 - 10/2023 (On-site)
 - Overseeing projects for the Middle East & Africa region from conception to execution ensuring adequate quality control measures are in place.
 - Strong understanding of commercial creativity, brand development, the digital landscape, and multichannel marketing concepts
 - Changing brand perceptions that has created a positive brand outlook for some of the market-leading brands.



PROFESSIONAL EXPERIENCE



BRANDER

Senior Graphic Designer | New Delhi, INDIA

07/2014 - 08/2018

- Worked in a diverse range of markets, including education, entertainment, retail, and hospitality.
- Collaborated in the design process by offering multiple solutions in conceptual models, layout, theme and typography.
- Worked collaboratively with the UX design team on-site design updates, brand experiences and campaign integration.
- Highly proficient with Adobe Creative Suite, specifically Illustrator & Photoshop, and familiarity with After Effects & Premiere PRO.

UNITED
PUBLICATIONS

UNITED PUBLICATIONS

Graphic Designer | New Delhi, INDIA

04/2012 - 06/2014

- Created designs, concepts and sample layouts, based on knowledge of layout and aesthetic design concepts.
- Assist Senior Designer in creating the product collections at the beginning of each season for a specific category.
- Design, develop and implement eLearning modules supporting materials that enhance the learning process (i.e., videos, simulations, infographics).

FINE FOLKS I'VE WORKED FOR



LICENSES & CERTIFICATIONS

- **Fundamentals of Graphic Design**
California Institute of the Arts
- **Design Thinking - Innovation Management Program (online)**
International Business Management Institute,
Berlin, Germany
- **Fundamentals of Web3**
Growth School
- **Verified International Academic Qualifications**
World Education Services

INTERESTS

-  Artificial Intelligence
-  Technology
-  Space & Universe
-  Games

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