



Ayesha Vinayak

Creative Graphic Designer @
RED OX FASHION | MFA, MA,
B.Des

📍 Manchester, UK

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Languages

English (Fluent)

Hindi (Native)

About

As a Creative Graphic Designer at RED OX FASHION, I conceptualise and execute designs that are both functional and visually appealing. I collaborate with the digital marketing team to optimize campaigns using performance data and user insights. I also maintain brand guidelines and ensure visual assets uphold brand consistency across channels. I leverage my strong knowledge of traditional design principles while challenging conventions when appropriate.

I have a MFA in Interactive Arts and Experience Design from Edinburgh Napier University, where I developed my skills in web design, graphic design, and Figma. I also have a MA in International Events Management from The Manchester Metropolitan University, where I learned about meeting and event planning. I have been working as a freelance graphic designer since 2020, working with various brands on variety of briefs. I helped to position their brand image through credible branding and design, and increased their business size and revenue. I have a passion for creating designs that provide a seamless user experience and meet user needs and expectations. I'm always keeping up with the latest trends and technologies in the field and am excited to incorporate them into my work. I'm a dedicated and hardworking designer who is eager to grow and develop my skills.

BRANDS WORKED WITH

RED OX FASHION

VIOSIMOS UNITED PACKAGING PRIVATE LIMITED

Apple

A4 Design Studio

NITTIN KENI CREATIONS PRIVATE LIMITED

Element Events

Only Much Louder

Workcell solutions

Experience

● Creative Graphic Designer

RED OX FASHION | Jun 2023 -

Conceptualise creative designs, sketches, and copy layouts for a variety of visual assets and campaigns

Determine optimal size, arrangement, typography, and overall layout of designs based on available space, layout principles, and aesthetic concepts.

Maintain brand guidelines and ensure visual assets uphold brand consistency across channels

Collaborate with digital marketing team to optimize campaigns using performance data and user insights

Iterate on creative assets and layouts to improve campaign performance and align with target KPIs

Leverage strong knowledge of traditional design principles while challenging conventions when appropriate.

Translate high-level concepts into on-brand, visually compelling creative directions.

Create mockups to communicate design intent and visual storytelling to cross-functional partners

Design polished marketing materials including newsletters, banners, emails, and more.

Deliver work quickly within tight deadlines, thriving in a fast-paced environment.

Stay updated on industry and competitor creative to inform design strategies that resonate with target audiences.

Present creative internally across teams and levels to align on desired outcomes.

● UI/UX Designer

VIOSIMOS UNITED PACKAGING PRIVATE LIMITED | May 2022 - May 2023

As an UI UX designer I identify new opportunities to create better user experiences. Aesthetically pleasing branding strategies help them effectively reach more customers. I also ensure that the end-to-end journey with their products or services meets desired outcomes.

Gathering and evaluating user requirements, in collaboration with product managers and engineers

Illustrating design ideas using storyboards, process flows and sitemaps
Designing graphic user interface elements, like menus, tabs and widgets.

Gather and evaluate user requirements in collaboration with product managers and engineers

Illustrate design ideas using storyboards, process flows and sitemaps

Design graphic user interface elements, like menus, tabs and widgets

Build page navigation buttons and search fields

Develop UI mockups and prototypes that clearly illustrate how sites function and look like

Create original graphic designs (e.g. images, sketches and tables)

Prepare and present rough drafts to internal teams and key stakeholders

Identify and troubleshoot UX problems (e.g. responsiveness)

Conduct layout adjustments based on user feedback

Adhere to style standards on fonts, colors and images



● Genius Admin

Apple | Feb 2022 - Aug 2023

Throughout the process, I fulfill Apple's dedication to customer service with style, speed, and skill. I also earn the trust of customers and co-workers alike by offering mentorship, knowledge, and even tips and training. Additionally, I will manage end-of-month and new-month paperwork, CRU paperwork, and document storage. I will collaborate with the Operations team to manage and track service repair inventory and remain highly aware of inventory levels. I will order replacement consumables as needed and supervise the operational activities in the Repair Room. I am highly alert to loss-prevention issues using checks and balances based on processes and reports. Education & Experience Education & Experience Additional Requirements Additional Requirements. I can orchestrate multiple activities simultaneously to accomplish the goal. I delegate clearly and comfortably to all team members while sharing responsibility and accountability.

● Graphic Designer

VIOSIMOS UNITED PACKAGING PRIVATE LIMITED | Aug 2021 - Apr 2022

I am responsible to produce illustrations, billboard posters, digital designs, layouts, and images

for my client as a graphic designer while being true to the brand. Shaping the website's visual elements. I created drafts and gave my clients presentations of my ideas utilizing software or freehand drawing, created graphics, logos, and other designs. The marketing team and I collaborated closely to create the final designs. I explored with graphics on various media and changed designs in response to criticism. Additionally, I edited pictures and videos. I created brochures, logos, magazine covers, signs, advertisements, and other branding and communication pieces. I also collaborated with a group to create larger design projects.

● Freelance Graphic Designer

A4 Design Studio | Jan 2020 - Aug 2023

As a contract graphic designer I worked with various brands on variety of briefs with Nani chutney, PlyLam Impex and DC Plus using industry software such as Adobe Photoshop, InDesign and Illustrator to create visual designs. I helped to position their brand image through credible branding and design. This rebranding exercise has allowed them to increase their rates and completely transform the business to double in size within 18 months. I also found a solution to their communication problem. I began with Understanding and interpreting client briefs and attending client meetings to discuss expectations and desired outcomes of design. I presented draft designs to clients for feedback. Supported

clients and/or the business to understand the impact of graphic design.

I

also worked with creative colleagues such as copywriters and social media experts ensuring that design work is aligned with other methods of communication. I worked on a range of design pieces, from social media posts to packaging design and full-scale branding projects. Solving problems for clients such as helping them to communicate with their customers more efficiently and understand the commercial value of graphic design.

● Assistant Art Director

NITTIN KENI CREATIONS PRIVATE LIMITED | Oct 2018 - Dec 2019

During this period, my services were found to be satisfactory in carrying out the job duties. My responsibilities were to:

- 1) Confer with creative, art, copywriting, or production department heads to discuss client requirements and presentation concepts to coordinate creative activities
- 2) Present final layouts to clients for approval
- 3) Confer with clients to define objectives, budget, background information, and presentation approaches, styles, and techniques
- 4) Hire, train, and direct staff members who develop design concepts into art layouts or who prepare layouts for printing
- 5) Work with creative directors to develop design solutions
- 6) Review illustrative material to define if it conforms to standards specifications
- 7) Attend photo shoots printing sessions to make sure that the products needed are obtained
- 8) Create custom illustrations or other graphic elements
- 9) Mark up, paste, and complete layouts write typography instructions to prepare materials for typesetting or printing
- 10) Negotiate with printers estimators to define what services will be performed
- 11) Conceptualize help design interfaces for multimedia games, products, and devices
- 12) Prepare detailed storyboards showing sequence timing of story development for television production
- 13) Research current trends new technology, like printing production techniques, computer software, and design trends



● Independent Consultant

Element Events | Mar 2018 - Jun 2018



● Event Designer

Only Much Louder | Jan 2017 - Oct 2018

Interning under production management team to learn the process undergoing and event design and execution.

● UI/UX designer

Workcell solutions | May 2016 - Oct 2018

Education & Training

● Edinburgh Napier University

MFA Interactive Arts and Experience Design,

2018 - 2019

● The Manchester Metropolitan University

International Events Management,

2017 - 2019

● The Manchester Metropolitan University

MA International Events Management,

2017 - 2018

● The Manchester Metropolitan University

Msc International Events Management,

2004 - 2010 ● St. josephs convent high school
10th and 12th,