## Aryan Verma

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Portfolio: https://madebyaryan.com

Detailed Resume: Click Here

**Professional Summary** 

With over 4+ years in the industry, I've worked at the intersection of design, strategy, and culture, building identities that don't just look good, but feel right. My focus lies in crafting meaningful brand experiences through narrative thinking, identity systems, and content design — especially for lifestyle, fashion, and future-forward brands.

What drives me is the *why* behind a brand — its tone, its emotion, its people. Whether it's directing a brand film, designing packaging that speaks, or strategizing visual language for a digital campaign, I look for authenticity and cultural relevance in everything I do.

I'm constantly exploring how design can shape behavior, tell stories, and connect people — and I love being part of teams that think bold, move fast, and create with heart.

## **Key Skills**

- Brand Identity Design
- Visual Storytelling
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- UI/UX Design (Figma, Webflow basics)
- Social Media & Campaign Design
- Motion Graphics & Video Editing
- Typography & Color Theory
- Creative Direction & Team Mentorship
- Print & Production Design

## **Professional Experience**

### La Paz – Swim & Resortwear | Sustainable | Luxury |

Brand Designer | Nov 2022 - Present | Remote / India

- Lead complete brand identity and visual language across digital and physical touchpoints.
- Directed campaign for 'Safari Dream', nominated at the London Fashion Film Festival 2024.
- Designed brand book, website, and managed visual consistency across all platforms.
- Mentored junior designers and led content shoots and campaign visuals.

#### Freelance Designer - via Upwork & Fiverr

Brand & Visual Designer | 2021 - Present

- Created brand identities for Dominion (Australia) and Swizzle (Fruit Soda).
- Delivered social and print assets, packaging, and motion content.
- Specialized in branding systems and visual storytelling.

#### Santé Fruit Drink (Client Project)

Creative Strategist & Visual Designer | 2021

- Led campaign strategy and design for a low-budget ad that placed runner-up in an internal competition.
- Focused on health-conscious messaging and video storytelling.

#### Education

Bachelor of Business Administration, Amity University

IIT Delhi – Digital Marketing Mastery | 2021

Top score in Communication Design; Commended by Centre Head and Aptech.

Arena Animation – Diploma in VFX Filmmaking | 2019 – 2022

Cambridge School, Indirapuram | 2006 – 2019

### Awards & Recognition

- Runner-up, International World Skills Competition Shanghai, 2021
- London Fashion Film Festival Nominee Safari Dream, 2024

• Design Head, Elan Creativity Unleashed – Arena Animation (2019 & 2021)

# **Projects & Links**

Advertisment for Reliance:

AI Based Brand Film: <a href="https://youtu.be/iBJsmd7tu5Q">https://youtu.be/iBJsmd7tu5Q</a>

Brand Film: <u>Brand Film - Safari Dream: https://vimeo.com/942689408</u>

Dominion Branding: <a href="https://www.behance.net/gallery/126211685/Logo-Identity">https://www.behance.net/gallery/126211685/Logo-Identity</a>

Swizzle Soda Brand Design:

https://www.behance.net/gallery/142006545/Soda-Brand-Design-SWIZZLE

3D Design Page: : https://www.instagram.com/notin\_sans/?igsh=dalqYjlicTgxdDJu