

## Aryan Verma

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 Detailed Resume: [Click Here](#)

### Professional Summary

With over 5+ 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

### **Martian Grow | Scientific Research Brand (Pre-Launch)**

Brand & Visual Designer | 2025 | (4 Months, Sept 2025 - Jan 2026) | Contract | Remote, Amsterdam, Netherlands |

- Developed brand visuals and design assets for a pre-launch scientific research startup.
- Translated complex research concepts into clear, credible, and accessible visual narratives.
- Designed branding and communication material aligned with the brand's focus on controlled-environment and space-related research.
- Ensured a serious, research-driven aesthetic suitable for scientific and innovation-led audiences.

### **Qann | Marketing & Creative Agency (Pre-Launch)**

Graphic & UI/UX / Brand Designer | (4 Months, Jul 2025 - Oct 2025) | Contract | Remote, Mumbai, India

- Contributed to brand identity development and visual systems for Qann and its client brands.
- Worked across branding, digital creatives, UI layouts, and campaign assets for multiple projects.
- Collaborated closely with strategy and marketing teams to translate concepts into cohesive visual outputs.
- Supported early-stage brand building and helped establish a consistent design direction across touchpoints.

### **RIL | IPL, Advertisement | Creative & Storytelling**

Copywriting | Freelance, 2025 |

- Conceptualised and scripted the "**JUG JUG JIO**" digital ad campaign for JioHome. This campaign strategically leveraged **Punjab Kings (PBKS)** IPL players, featuring a humorous interaction with an elderly character, to significantly enhance brand engagement.

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

Brand Designer | Nov 2022 – July 2025 | 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.

### **Santé Fruit Drink (Client Project)**

Creative Strategist & Visual Designer | 2021 | ½ Month |

- 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.

### **Freelance Brand Designer – Upwork & Fiverr**

Brand & Visual Designer | Freelance | Initiated 2020

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

## **Education**

Bachelor of Business Administration, Amity University, Noida, India

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**

Advertisement for Reliance, Jio: [https://youtu.be/HFfStpV2Z9U?si=2Am9\\_XO9HEhCDQ5Y](https://youtu.be/HFfStpV2Z9U?si=2Am9_XO9HEhCDQ5Y)

AI-Based Brand Film: <https://youtu.be/iBJsmd7tu5Q>

Brand Film: [Brand Film – Safari Dream: https://vimeo.com/942689408](https://vimeo.com/942689408)

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

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](https://www.instagram.com/notin_sans/?igsh=dalqYjlicTgxdDJu)