

# AYESHA MITRA

Art Director | Visual Designer

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📍 Whitefield, Bangalore

## PROFILE

A versatile and deadline-driven designer with a passion for creating captivating visual content tailored to a wide spectrum of briefs. As a team player with meticulous attention to detail, I thoroughly enjoy the journey of transforming initial concepts into refined deliverables, ranging from branding and marketing materials to digital media and print collateral.

## PROFESSIONAL EXPERIENCE

### Art Director

Fisheye Creative Solutions Pvt. Ltd. | Bengaluru

April 2022 - present

- Conceptualized innovative ideas in alignment with established briefs, and executed them through various modes of communication such as branding, packaging, print and digital media.
- Ensured consistency to each brand's visual guidelines throughout all design assets, maintaining a coherent and unified brand identity.
- Collaborated with the creative team, account managers, and clients to ensure that the final output aligned with the strategic direction.
- Organised and managed project schedules, setting milestones and tracking progress to meet deadlines and client commitments.
- Effectively handled unexpected changes in project goals and requirements as and when the situation called for it.

### Lead Visual Designer

209 Design Studios | Bengaluru

June 2021 - November 2021

- Undertook the design of print and publication deliverables for Spela Learning and Development Pvt. Ltd. under a contractual arrangement with 209 Design Studios.
- These deliverables included English, Math, and General Awareness workbooks for Levels 1 and 2, managed through all phases, from ideation to completion.

### Lead Visual Designer

myhoogah | Bengaluru

August 2020 - July 2021

- Translated strategies aligning with the brand identity and guidelines, into premium designs for web pages, promotional collateral, visual assets and templates intended for future use, and more.

## AWARDS

### 2<sup>nd</sup> Academic Excellence

Symbiosis Institute of Design, Pune

June 2019

## PROJECTS

### MycoVeda™ ENERGY, SLEEP

Packaging Design | 2023-24

### Urban Farms Co. Booklet

Sales Collateral | 2023

### Pi Play

Identity and Brand Guidelines | 2023

### Wrogn Mystery

Logo and Layout Design | 2022

### Nanofusion

Logo and Identity Design | 2022

### Life Moves Pretty Fast

Video Essay | 2021

### Everything Measured in 'Sometimes'

Print and Publication | 2019

### Te-a-me Tea Gifting

Packaging Design | 2018

### The First Dance

Flipbook Animation | 2016

### Installation Art: A Critical and Emotional Investigation

Research Essay | 2014

### F.A.T: Fabulous Austrian Trio

Album Cover | 2012

- Regularly evaluated existing workflows, kept an eye out for potential issues, and mapped out solutions to enhance the overall operational efficiency.
- Organised and managed the archives of design and media assets, along with their associated tags to enhance accessibility. Additionally, managed the uploading process of said assets.
- Organised and supervised the team's project schedules, taking into account workloads that occasionally consisted of four or more simultaneous projects.

## Freelance Visual Designer

Bengaluru

June 2019 - August 2020

- On a project-to-project basis, worked on logo creation, poster design, and packaging projects for a diverse array of clients.

## Graphic Design Intern

Fisheye Creative Solutions Pvt. Ltd. | Bengaluru

April 2018 - May 2018

- Engaged in the conceptualization and execution of diverse projects ranging from logo design, brand guideline development, and packaging design, for esteemed clients such as USPL, nDigital, Gulf Pride Batteries, Te-a-me, and others.

## Installation Designer

Symbiosis Institute of Design | Pune

November 2017 - February 2018

- Actively participated as a member of the ideation, design, and production teams for three distinct installations, contributing to the intended ambiance for the renowned VH1 Supersonic festival in 2018.

## Lead Set Designer

Symbiosis Institute of Design | Pune

October 2015 - October 2016

- Led a set design team for the production of 'Yoddha,' a collaborative project involving over 100 students. Additionally, organized the set design for 'Chhap,' an annual college event where design experts are invited from all over the country to share their knowledge and industry experience.
- Carefully organised the arrangement of set designs within the college campus, and made sure everyone's schedules worked together so that regular classes weren't affected.

## AREAS OF EXPERTISE

Logo and Branding • Print and Publication • Packaging  
Web Design • Copy Editing and Proofing • Operations

## CLIENTS AND BRANDS

The Spring Company • Urban Farms Company • Wrogn • USPL  
myhoogah • Padel India • Pi Play • Fabulous Austrian Trio • Araku  
SPELA • Te-a-me • Nanofusion • BeyondnMore • Potful

## TECHNOLOGICAL SKILLS

### Microsoft Office:

Word

Excel

PowerPoint

### Design:

Illustrator

InDesign

Photoshop

XD

Invision

### Art:

Procreate

### Collaboration:

Google Meet

Microsoft Teams

Zoom

## SOFT SKILLS

Time Management

Presentation Skills

Project Management

Goal Setting and Prioritizing

Teamwork and Adaptability

Problem-solving and creativity

Attention to detail

Communication and leadership

## EDUCATION

### Bachelor of Design

Symbiosis Institute of Design  
Pune

2015 - 2019

### AS and A Levels

APL Global School  
Chennai

2012 - 2014

### 10th Grade, CBSE

Delhi Public School  
Nerul, Navi Mumbai

2000 - 2012

## LANGUAGES

English • Hindi • Bengali