

AAYUSHI HARIHARAN

Graphic Communication Designer | Creative Strategist | Digital Storyteller

[Design Portfolio](#) [Presentations](#) [Linkedin](#) [+44 7768384263](#) [contact@simplyaayushi.com](#) [London, N1C, United Kingdom](#)

Professional Skills

Copy Writing | Content Creation |
UX & UI Design | Website Design |
Design Research & Ideation |
Physical Computation & Machine
Learning | Presentation Design | Data
Visualisation | Instructional Design

Technical Skills

Adobe Creative Suite	Expert
Microsoft Office Suite	Expert
Figma	Proficient
HTML & CSS	Intermediate
Twine	Intermediate
Spark AR & Unity	Intermediate
Autodesk Fusion 360	Intermediate

Certifications

Google Creative Certification Exam	2023
Google Analytics Certification	2023
IBM Enterprise Design Thinking Practitioner	2023

Languages

English	Native
Hindi	Native
Marathi	Proficient
French	Proficient

Profile

A creative practitioner who aims to improve people's situations by designing the experiences they have. Specialises in brand communication, digital storytelling, and creative strategies with a proven track record of quick turnarounds & satisfied clientele.

Key Qualifications

- ★ Experienced in utilising a range of interdisciplinary skills like layout design, typography and colour theory to address complex challenges and deliver user-centric solutions.
- ★ Skilled in fostering a collaborative environment, and encouraging creativity and innovation.

Value Offered

- ★ Brings creative expertise and industry-standard work to the table.
- ★ Adept at leveraging design principles addressing bias perception and behavioural influence to create compelling brand assets that resonate with target audiences.

Work Experience

Chief Creative Officer Simple Vedas	2022 - 2024
<i>An online education platform bridging ancient wisdom with modern understanding, offering holistic lessons to enrich lives with Vedic technologies.</i>	
<ul style="list-style-type: none">★ Spearheaded the launch of various courses with work ranging from digital marketing to print media & outdoor spatial design, facilitating a transition from intern to CCO.★ Maintained brand consistency, addressed diverse user needs, and aligned designs with business goals, resulting in 3x more online & offline sign-ups.★ Managed social media, ran ad campaigns, and devised content structures, increasing audience engagement by 400%.★ Led the mobile app development, employing competitive analysis and design thinking while optimizing deliverables through compelling weekly presentations.	

Design Lead Govardhan Ecovillage	2022 - 2024
<i>An award-winning eco-community spanning 140 acres, combining eco-tourism with principles of self-sufficient, sustainable living.</i>	
<ul style="list-style-type: none">★ Led design efforts for their <i>Govardhan Annakshetra</i> initiative, resulting in the distribution of over 2.1 million free meals to combat poverty and malnutrition.★ Created infographic panels for numerous exhibits in collaboration with the <i>United Nations</i> and the <i>17 SDGs</i>, contributing to over 37 national and international awards.★ Collaborated with local communities to enhance environmental awareness through murals and regulatory boards, blending design with community empowerment.	

Freelance Graphic Designer Various Clients	2019 - 2024
<ul style="list-style-type: none">★ Designed blogs, editorials, and books for high-profile personnel, including the inaugural convergence Manthan Shivir for the Prime Minister of India.★ Created compelling brand identity assets for diverse clients, showcasing adaptability and expertise across different industries.	

Education

BA (Hons) in Graphic Communication Design Central Saint Martins, University of the Arts, London	London, UK
Relevant Coursework: Specialising in Strategy & Identity Designing Uncorporate Identities Future Technologies & Sustainability	
<ul style="list-style-type: none">★ Achieved First Class consistently throughout the course.★ Graduated with First Class Honours (1st).★	
Foundation Diploma in Art & Design Central Saint Martins, University of the Arts, London	London, UK
Relevant Coursework: Communication Design Time-Based Media Advertisement Data Visualisation Concrete Poetry	
<ul style="list-style-type: none">★ Fast-paced outcomes focusing on typography, layout design, and animation.★ Graduated with Distinction (1st).	