

Archit Gulati

SENIOR VISUAL COMMUNICATIONS & BRAND DESIGNER

PERSONAL INFORMATION



He/Him



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Delhi / NCR, India



LinkedIn Profile



Watch my work
www.layeredthoughtsbyarchit.com

AVAILABILITY

Full time Opportunity - Can Join in a week

Remote Setting / Work From Office (anywhere)

Freelance / hourly projects

KEY SKILLS

Brand Identity & Visual Communication

Presentation Design & Corporate Storytelling

Social Media & Digital Campaign Design

Marketing Collateral & Print Media Design

Infographics & Data Visualization

Creative Project Management & Design Systems

Employer Branding

Profile

Multimedia and Brand Designer with 12+ years of experience creating enterprise-level visual communication, digital branding, presentation design, and marketing assets for global organizations including Nokia, KPMG, and Idemia. Skilled in transforming complex business concepts into engaging visual narratives across digital, print, and social platforms

ACHIEVEMENTS

- Delivered end-to-end creative support for large-scale enterprise events, including booth branding, digital screens, presentations, and on-ground marketing collateral for global stakeholders.
- Designed high-impact pitch decks, sales presentations, and executive communication assets that supported business development, client engagement, and leadership communication initiatives. Managed 24x7 creative operations for fast-paced campaigns and corporate events, ensuring timely delivery of print, digital, and multimedia assets under strict deadlines.
- Led the conceptualisation and execution of integrated branding materials across social media, internal communications, employer branding, and marketing campaigns while maintaining global brand consistency.
- Collaborated with cross-functional teams including Marketing, HR, Sales, Legal, and Corporate Communications to deliver visually compelling and strategically aligned design solutions.
- Developed enterprise-grade templates, visual systems, and scalable creative workflows that improved design efficiency, stakeholder experience, and brand standardisation across multiple business functions.

EXPERIENCE

VISUALISATION SPECIALIST

Nokia Networks | India

July 2021 - Present

- Led Nokia's Employer Branding and Social Media Branding initiatives, driving enterprise-level visual communication and strengthening brand presence across global digital platforms.
- Managed large-scale creative campaigns and branding deliverables for global stakeholders, ensuring consistent brand messaging across presentations, social media, event collateral, and internal communications.
- Collaborated with cross-functional global teams including Marketing, HR, Legal, IT, Corporate Communications, and Employee Engagement to deliver high-impact enterprise branding solutions aligned with business objectives.
- Spearheaded the design and execution of executive presentations, ERM decks, datasheets, infographics, and campaign assets for leadership communication and strategic business initiatives.
- Directed end-to-end campaign support for internal events, employer branding activities, and corporate promotions, ensuring timely delivery of high-volume creative assets under tight enterprise timelines.
- Built and maintained scalable design systems, standardized templates, and brand asset libraries to improve creative efficiency, quality control, and consistency across global teams and platforms.
- Managed social media branding and digital engagement strategies across LinkedIn, Instagram, and Twitter in collaboration with content and communications teams, enhancing audience engagement and brand visibility.
- Oversaw project workflows, delegated creative tasks, and implemented quality assurance processes to ensure seamless execution, operational efficiency, and high-quality deliverables across multiple concurrent projects.

TECHNOLOGY PROFICIENCY

DESIGN TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD

VIDEO EDITING & MOTION GRAPHICS

Adobe Premiere Pro
Adobe After Effects
Adobe Audition
Final Cut Pro
VN Editor
Capcut

UI / WEB & CONTENT CREATION

Canva
Figma
Sketch
Adobe XD
WordPress
Hootsuite

AI CREATIVE TOOLS

Adobe Firefly
ChatGPT
Midjourney
Canva AI
Runway ML
Leonardo AI
Gemini
Google Flow
Perplexity AI

CERTIFICATIONS

- ★ Certified Digital Marketing Associate – Demonstrated expertise in executing high-impact digital strategies to enhance brand presence and engagement
- ★ Lean Six Sigma Green Belt Certified – Proven ability to optimise processes, drive efficiency, and implement data-driven improvements for operational excellence
- ★ Adobe Certified Associate – Advanced proficiency in Adobe Creative Suite, leveraging cutting-edge design techniques to craft compelling visual narratives

SENIOR ANALYST

KPMG Global Services | India

December 2020 - June 2021

- Developed client-facing marketing and communication assets including brochures, white papers, case studies, and digital campaigns aligned with KPMG's global brand standards.
- Designed executive presentations, proposal decks, datasheets, and strategic business communication materials for global clients and consulting teams.
- Simplified complex business insights into visually engaging infographics and data visualisations, improving clarity and stakeholder understanding.
- Built standardized presentation templates and document frameworks that streamlined the creation of enterprise client deliverables across teams.
- Partnered with consulting and business units to translate project requirements into impactful visual communication solutions tailored for client engagement.

GRAPHIC DESIGNER

Idemia (Morpho) | India

July 2016 - January 2020

- Played a key role in the corporate rebranding transition following the merger of Oberthur and Syscom, supporting the rollout of new brand identity assets, communication materials, and visual guidelines across business functions.
- Led creative execution and branding support for the launch of the new Noida facility, managing event branding, environmental graphics, launch collateral, and promotional assets to ensure a seamless corporate brand experience.
Led branding and visual communication initiatives by developing corporate design assets aligned with global brand standards and business objectives.
- Created marketing collateral for product launches and international campaigns, including brochures, advertisements, infographics, and promotional communication materials.
- Designed impactful presentation decks and customer-facing business materials that supported stakeholder engagement, product communication, and strategic discussions.
- Produced digital creatives for online campaigns, social media, and corporate web platforms, enhancing brand visibility and audience engagement across multiple channels.
- Managed project coordination, production timelines, and deliverable tracking while ensuring seamless execution of branding and marketing initiatives across teams.
- Oversaw inventory and stock management of sample SIM cards distributed to global regions, maintaining accurate international shipment records, reporting documentation, and project data accountability.
- Coordinated with external vendors and production teams to ensure high-quality execution and timely delivery of large-format branding and print collateral.

GRAPHIC DESIGNER

Printvenue | India

December 2014 - June 2016

- Designed email campaigns, landing pages, and web banners to drive customer engagement and marketing effectiveness
- Created UI wireframes for new product features, ensuring an intuitive and user-friendly experience
- Developed visually appealing social media assets to boost brand awareness, including banners, ads, and promotional content
- Contributed to marketing strategy sessions, brainstorming innovative design solutions for new product launches
- Executed digital marketing campaigns with compelling visuals that enhanced customer attraction and conversion rates
- Crafted product presentations for the sales team, effectively communicating product features and benefits through visuals

JUNIOR INTERIOR DESIGNER

Universal Solutions | India

September 2013 - October 2014

- Supported the development of interior layouts and visual presentations for client proposals and project bids
- Drafted design drawings, 3D visualisations, and technical specifications for interior projects
- Consulted with clients to understand their preferences and deliver tailored design solutions
- Assisted senior designers in selecting materials, finishes, and colour schemes to create cohesive design concepts
- Coordinated with contractors and vendors to ensure timely procurement of materials and adherence to approved design specifications

SOFT SKILLS

Creative Problem Solving

Visual Communication

Team Collaboration

Client Handling

Adaptability

Time Management

Attention to Detail

Creative Strategy

Concept Development

Brand Understanding

Leadership

Communication Skills

Project Management

Trend Research

Multitasking

Fast Learning

Presentation Skills

Deadline Management

Critical Thinking

Storytelling

HOBBIES

Photography

Travelling

Adventure Sports

Handmade Gifting and Personalized gifts

PORTFOLIO HIGHLIGHTS

- 👉 Major Events & Tradeshows : Indian Mobile congress, Gitex, NFTN editions, Hannover Messe.
- 👉 All about social media , Podcast cards.
- 👉 All about Ai.
- 👉 Branding initiatives.
- 👉 Trending Concept live videos.
- 👉 Interactive E-books

EDUCATION

BACHELOR OF SCIENCE IN ANIMATION

MGU, Shillong, India

April 2011 - June 2014

+2 SCHOOLING

CBSE Board (Noida)

March 2009 - March 2011