

Archit Gulati

LEAD VISUAL COMMUNICATION DESIGNER

BRAND STRATEGY | EMPLOYER BRANDING | CREATIVE PROJECT MANAGEMENT

PERSONAL INFORMATION



He/Him



+91 9716450892



architsociallife@gmail.com



Delhi / NCR, India



LinkedIn Profile



Portfolio
www.layeredthoughtsbyarchit.com

AVAILABILITY

Full time Opportunity - Work from Office / hybrid

Remote Setting

Freelance / hourly projects

KEY SKILLS

Visual Communication , Employer Branding

Presentation Design , Stakeholder Management

Brand Identity , Executive Communications

Creative Strategy ,Corporate Communications

Social Media Timeline Management

Risk & Dependency Tracking

Creative Operations , Process Improvement

Design Governance

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 500+ creative assets annually across employer branding, executive communications, social media, and corporate campaigns.
- Supported 20+ global stakeholders across HR, Marketing, Communications, Legal, and Leadership functions.
- Led branding support for major global events including GITEX, Hannover Messe, and Indian Mobile Congress.
- Reduced creative turnaround time through implementation of standardised templates and scalable design workflows.
- Managed multiple concurrent projects while maintaining on-time delivery across enterprise branding initiatives.

EXPERIENCE

VISUALISATION SPECIALIST

Nokia Networks | India

July 2021 - Present

- Lead employer branding, internal communications, executive presentations, and digital branding initiatives for global stakeholders.
- Manage end-to-end creative projects from briefing to delivery, collaborating with Marketing, HR, Communications, Legal, IT, and leadership teams.
- Translate business requirements into strategic visual communication solutions aligned with Nokia's global brand standards.
- Drive project planning, prioritisation, stakeholder coordination, and timely delivery of high-volume creative requests.
- Design presentations, campaign assets, infographics, social media creatives, and event branding materials supporting business objectives.
- Develop scalable design systems, templates, and asset libraries to improve consistency and operational efficiency.
- Support major global events and employer branding campaigns through integrated digital, presentation, and on-ground branding assets.

SENIOR ANALYST

KPMG Global Services | India

December 2020 - June 2021

- Developed client-facing marketing assets, executive presentations, proposals, and business communication materials aligned with KPMG global brand standards.
- Translated complex business insights into visually engaging infographics and data visualisations for improved stakeholder communication.
- Partnered with consulting and business teams to create strategic visual communication solutions for global clients.
- Built standardised presentation templates and document frameworks to improve consistency and delivery efficiency.

TECHNOLOGY PROFICIENCY

DESIGN & CREATIVE

Adobe Photoshop, Illustrator, InDesign, XD

UI/UX & WEB

Figma, Sketch, WordPress

MOTION & VIDEO

After Effects, Premiere Pro, Audition, Final Cut Pro

AI & EMERGING TOOLS

Firefly, ChatGPT, Midjourney, Runway, Leonardo AI, Gemini

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

SOFT SKILLS

Creative Leadership

Project Management , Strategic Thinking

Cross-Functional Collaboration

Visual Storytelling , Problem Solving

Communication Skills , Decision Making

Team Mentoring

HOBBIES

Photography

Travelling

Adventure Sports

Handmade Gifting and Personalized gifts

GRAPHIC DESIGNER

Idemia (Morpho) | India

July 2016 - January 2020

- Supported the corporate rebranding transition following the merger of Oberthur and Safran Identity & Security, delivering communication and branding assets aligned with global guidelines.
- Led branding and creative execution for the launch of the Noida facility, including event branding, environmental graphics, and promotional collateral.
- Developed marketing materials, presentations, product communication assets, and digital creatives supporting global campaigns and stakeholder engagement.
- Coordinated with internal teams, vendors, and production partners to ensure timely delivery of branding and marketing initiatives.
- Managed large-format branding, print production, and corporate communication assets while maintaining quality and brand consistency.

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

PORTFOLIO HIGHLIGHTS

- 👉 Global Employer Branding Initiatives
- 👉 Executive Communications & Leadership Decks
- 👉 Enterprise Presentation Design
- 👉 International Event & Tradeshow Branding
- 👉 Corporate Rebranding Programs
- 👉 Digital Campaigns & Social Media Assets

EDUCATION

BACHELOR OF SCIENCE IN ANIMATION

MGU, Shillong, India

April 2011 - June 2014

+2 SCHOOLING

CBSE Board (Noida)

March 2009 - March 2011