

Vaibhav Singh

Design Manager - 6+ years

<https://vaibhav.sbs/> 

vaibhavsingh196@gmail.com 

9599721725 

<https://www.linkedin.com/in/vaibhav-singh-8498b710a/> 

Education

Indian Institute of Technology, Delhi (IIT, Delhi)

Executive Management in Entrepreneurial Studies | 2021-2022

G.D. Goenka University, Gurugram [Politecnico Di Milano, Italy]

B.des in Product Design | 2015-2019 (Dual Degree)

Key Achievements

Revenue Growth: Contributed to 200% monthly revenue scaling at Naturyz

Team Leadership: Built and scaled creative and marketing teams from 5 to 120 members

Process Improvement: Implemented project management systems (Jira/Asana) reducing project timelines by 20%

Client Retention: Maintained 95% client retention rate through effective relationship management

Creative Excellence: Led creative vision for 60+ experiential campaigns, events, and brand experiences with cohesive visual narratives across multiple media

Technical Skills

• Design & Creative Tools

Adobe Photoshop, Illustrator, InDesign, Adobe Premiere Pro, After Effects, Figma, Adobe XD, SketchUp, AutoCAD, Blender, Fusion 360 Canva, Keynote, AI Tools

• Business & Marketing Tools

Jira, Asana, Google Analytics, AI Marketing Tools, SMM Platforms, Microsoft Office Suite

• Design Specializations

Brand Identity Development, Spatial & Experiential Design, 3D Visualization & Modeling, UI/UX Design, Exhibition & Environmental Design, Design Systems & Guidelines, Photography & Videography

• Marketing Specializations

Digital Marketing Strategy, SEO/SEM, E-Commerce Marketing, Social Media Marketing, Content Marketing, Marketing Analytics, Campaign Management



Summary

Results-driven Design Manager and Marketing Leader with 6+ years of experience leading brand, creative, and marketing functions to improve engagement, lead generation, and business growth. Proven strengths in Generative AI, AI-driven marketing automation, creative strategy, digital campaigns, experiential design, and cross-functional team leadership.

Work experience

Ascend School of Construction & Business (Jun'23-Aug'25)

Role : Design Manager and Marketing Lead

- Revamped fragmented brand identity, redesigned logo, website, and **90+ assets**, unified cross-channel experience & increased **engagement by 35%**.
- Scaled creative function into structured marketing org, built processes and SLAs, **expanded team from 5 to 120**, increased delivery capacity by **4x**.
- Optimized a low-conversion funnel using analytics and **AI-informed targeting**, increasing qualified lead generation by **45% across channels**.
- Reduced project inefficiencies with **Jira and Asana**, improving coordination and **cutting timelines by 20%** through automation-led workflows.
- **Directed creative execution**, standardized design processes, and reduced turnaround time **using AI-assisted ideation** and review workflows.
- **Resolved cross-team execution** bottlenecks, introduced feasibility and cost-alignment checkpoints, **reduced cost overruns & inefficiencies by 15%**.
- Developed team capabilities through mentoring and learning in **Marketing, Design & AI tools**, improved productivity and **output quality by 25%**.



DesignOmark & DesignOmeta (Feb'21 - Apr'23)

Role : Co-Founder, Creative Director & Designer
- Discontinued operations due to family, financial instability and transitioned to full-time professional career

- Founded DesignOmark, built creative agency across packaging, UI/UX, web/app, and AR/VR, **delivered 50+ projects** across diverse industries.
- Launched DesignOmeta, developed **metaverse-based design platform** and spatial solutions, offering **Web3 ecosystem** and driven design space.
- Executed delivery of **branding, packaging, and digital projects**, managed ideation to execution, ensured client satisfaction across 50+ projects.
- Converted client requirements into strategic design solution, conceptualized and pitched visual narratives, improved **client conversion rate by 40%**.
- **Built business operations from ground up**, managed marketing, sales, finance, delivery, enabled sustainable growth across multiple client segments.
- Expanded client base through networking, content marketing, and referrals, built acquisition funnels, **generated 70%+ inbound leads organically**.
- Validated product-market fit through experimentation, market research, and iterative testing, offering relevance & **reduced go-to-market risk by 30%**.

Industry Knowledge

E-Commerce Marketing | EdTech | Construction & Real Estate | Startup Ecosystem | AR/VR Technology | Metaverse Platforms | Product & Packaging Design | Event & Experiential Design

Core Competencies

• Creative & Design

- Creative Vision Development
- Conceptualization & Storytelling
- Spatial Design & 3D Visualization
- Brand Identity & Art Direction
- Experiential & AI Design
- UI/UX Design & Design Systems

• Marketing & Growth

- Digital Marketing Strategy
- Customer Acquisition & Retention
- E-Commerce Marketing
- SEO/SEM & Content Marketing
- Campaign Management
- Mktg. Analytics & Lead Generation

• Leadership & Management

- Team Building & Scaling (5-120 members)
- Cross-Functional Collaboration
- Performance Management using AI
- Mentoring & Coaching
- Client & Stakeholder Management
- Project Management (Jira, Asana)

• Business & Strategy

- Startup Growth Strategy
- Market Analysis & Competitive Analysis
- Product-Market Fit Analysis
- Partnership Development
- Sales Enablement & Pricing Strategy
- Pitch Preparation & Fundraising

Languages

English

Hindi

Other Interests

Film & Photography

Sketching

Bike Riding

Watching Movies

Gaming

Work experience

Naturyz(Sep'20 – Feb'21)

Role : Senior Designer & Creative Lead

- **Led 15-member design and marketing team** across design & branding, ensured consistent storytelling and brand identity across all channels.
- **Led e-commerce campaign** design, converted product briefs and seasonal themes into visual narratives and boosted engagement.
- Designed high-converting **creatives for Amazon, Flipkart & D2C** platforms, optimized listings & content, **increased conversion by 25%**.
- Optimized visual merchandising across digital and physical touchpoints using **A/B testing of creatives**, improved **CTR by 20%**.
- **Directed product photography** and content creation, aligned with brand positioning, enhanced brand recall and engagement.
- Collaborated on marketing strategy for product campaigns, contributed to **revenue scaling by 200%**, from **₹15–20L to ₹53–60L monthly**.
- **Developed brand guidelines** and visual standards for channels, ensured execution across platforms, given brand coherence.
- Analyzed design performance through engagement and sales metrics, reported impact on acquisition and **conversions by 30%**.

MIMS (Motion Institute of Management Studies)(Nov'19-Apr'20)

Role : Product Designer

- **Re-branded identity** including logo, guidelines, and assets, established consistent visual across **all institutional touchpoints**.
- Drove digital marketing strategy for admissions, created targeting and execution plans for students, **increased application inflow by 40%**.
- Designed creatives including **brochures, flyers, digital assets, and website materials**, ensured visual consistency across channels.
- Built comprehensive business plan for institute marketing and operations, **defined growth strategy and roadmap**, and scaling initiatives.
- **Optimized admissions funnel** through digital channels, improved targeting & conversion, increased student enrollment conversions.
- Collaborated with admissions team on messaging, campaign positioning, strengthened outreach & **campaign performance by 30%**.

Professional Development

- Generative AI Foundations Certificate – Microsoft
- AI-Powered Performance Ads Certification - Google
- The Fundamentals of Digital Marketing Certification – Google
- Advanced Digital Marketing & Brand Strategy - Udemy
- Advanced Spatial Design & 3D Visualization
- Figma & Adobe XD Professional Design Training
- Design Systems & Brand Guidelines Development
- Awarded as Best Employee of the Year in 2024
- Been CII(Confederation of Indian Industry) member in 2022
- E-Summit'23 Participation, IIT Bombay
- Learning to create AI Agents from scratch