

VAIBHAV SINGH

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PROFESSIONAL SUMMARY

Results-driven Design Manager and Marketing Leader with 6+ years of experience driving brand transformation, revenue growth, and team excellence across startups and established organizations. Proven expertise in creative vision development, digital marketing strategy, experiential design, and customer acquisition. Demonstrated success scaling teams from 5 to 120 members while contributing to 200% revenue growth. Strong background in spatial design thinking, brand positioning, e-commerce optimization, and cross-functional collaboration to deliver high-impact business outcomes.

CORE COMPETENCIES

Creative & Design

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

Marketing & Growth

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

Leadership & Management

- Team Building & Scaling (5-120 members)
- Cross-Functional Collaboration
- Performance Management
- 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

PROFESSIONAL EXPERIENCE

Design Manager & Marketing Lead

Ascend School of Construction Business | June 2023 – August 2025

Led dual-mandate role combining creative leadership and marketing strategy, driving brand transformation and market positioning across digital and traditional channels.

- Conceptualized and executed complete brand identity transformation including new institute logo, redesigned website as comprehensive digital experience, and created 50+ marketing collateral pieces ensuring consistent visual narrative across all touchpoints
- Built and scaled high-performing creative and marketing team from 5 to 120 members, establishing team processes, quality standards, SLAs, and performance frameworks while fostering collaborative culture
- Drove integrated marketing campaigns across LinkedIn, Instagram, email, and WhatsApp with focus on admissions and lead generation, measuring impact through analytics to optimize ROI and customer acquisition cost
- Managed 50+ active client relationships across construction, real estate, gaming, and tourism sectors, maintaining 95% client retention through transparent communication and exceptional project delivery
- Implemented project management systems (Jira, Asana) reducing project timelines by 20% while maintaining design excellence and brand consistency
- Provided creative direction for end-to-end development from concept through execution, overseeing layouts, 3D visualizations, design decks, and all visual communication assets
- Collaborated with operations and communications teams on feasibility, cost-effectiveness, and high-quality execution, balancing creative vision with practical constraints and budget requirements
- Mentored team members in marketing excellence, design principles, creative thinking, and professional development

Co-Founder, Creative Director & Designer

DesignOmark & DesignOmeta | March 2021 – April 2023

Founded and grew full-service creative agency delivering comprehensive design solutions across packaging, UI/UX, web development, and AR/VR experiences.

- Founded DesignOmark as full-service creative agency offering packaging design, UI/UX, web/app development, and AR/VR solutions, managing complete creative vision and business operations
- Founded DesignOmeta, a metaverse-based platform providing virtual design tools and environments, demonstrating innovation in spatial design and emerging technology spaces
- Delivered 50+ design projects across brand identities, packaging, web design, and digital experiences, managing creative development from ideation to final execution
- Conceptualized and pitched innovative design solutions to diverse clients, translating client briefs into compelling visual concepts and strategic narratives
- Managed all aspects of business growth including marketing strategy, client acquisition, project delivery, team management, financial planning, and contract negotiation
- Built client base across multiple industries through networking, content marketing, and referral strategies
- Learned hands-on entrepreneurship through complete startup operations, market research, and product-market fit validation
- **Discontinued operations due to family circumstances and transitioned to full-time professional career**

Senior Designer & Creative Lead

Naturyz | September 2020 – February 2021

Led creative team driving e-commerce optimization and brand development for health and nutrition products.

- Led design and marketing team of 15 across visual design, content creation, and brand development, ensuring consistent visual storytelling and brand consistency
- Conceptualized marketing campaigns for e-commerce platforms, translating product briefs and seasonal campaigns into compelling visual narratives
- Designed high-converting creative assets for Amazon, Flipkart, and brand-owned channels, including product listings, website assets, and social media content

- Optimized visual merchandising for online and physical touchpoints through A/B testing of creative designs to improve click-through rates and conversion rates
- Managed product photography and content creation, art directing visual storytelling aligned with brand positioning and seasonal narratives
- Collaborated on marketing strategy with cross-functional teams on product launches and promotional campaigns, contributing to 200% monthly revenue scaling from 15-20L to 53-60L average monthly revenue
- Developed brand guidelines and visual standards for e-commerce platforms, ensuring consistent creative execution across marketplace channels
- Monitored design impact on customer engagement through analytics, reporting on design contribution to sales and acquisition metrics

Product Designer

MIMS (Motion Institute of Management Studies) | November 2019 – April 2020

Drove design and digital marketing strategy for educational institution's admissions and brand positioning.

- Designed comprehensive brand identity including college logo, visual guidelines, and communication assets, establishing consistent brand visual language
- Drove digital marketing strategy for college admissions, creating marketing plans and execution strategies targeting prospective students
- Developed marketing creative concepts and collateral including brochures, flyers, digital assets, and website materials ensuring visual consistency across touchpoints
- Developed comprehensive business plan for institute marketing and operations, presenting growth strategy and execution roadmap to leadership
- Managed admissions funnel optimization through digital channels, contributing to successful student recruitment campaigns
- Collaborated with admissions team on messaging strategy, campaign positioning, and communication planning

KEY ACHIEVEMENTS

- **Revenue Growth:** Contributed to 200% monthly revenue scaling at Naturyz from 15-20L to 53-60L average monthly revenue through design optimization and marketing strategy
 - **Team Leadership:** Built and scaled creative and marketing teams from 5 to 120 members while maintaining culture, performance standards, and team satisfaction
 - **Brand Building:** Designed and launched 100+ brand identities, logos, and visual systems for startups, SMEs, and educational institutions
 - **Client Retention:** Maintained 95% client retention rate through effective relationship management, transparent communication, and consistent project delivery excellence
 - **E-Commerce Optimization:** Designed high-converting e-commerce creatives for Amazon and Flipkart, driving measurable impact on product sales and customer engagement
 - **Entrepreneurship:** Founded two startups (DesignOmark and DesignOmeta), managing complete business operations from ideation to execution
 - **Process Improvement:** Implemented project management systems (Jira, Asana) reducing project timelines by 20% while maintaining quality standards
 - **Creative Excellence:** Led creative vision for 50+ experiential campaigns, events, and brand experiences with cohesive visual narratives across multiple media
 - **Competitive Success:** Won gaming competition (Channel V Fest 2016), photography competition at intercollege fest, and secured 2nd position in district-level motorbike race
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TECHNICAL SKILLS

Design & Creative Tools

Adobe Photoshop, Illustrator, InDesign

Adobe Premiere Pro, After Effects

Figma, Adobe XD

SketchUp, AutoCAD

Cinema 4D, Blender, Fusion 360

Canva, Keynote

Business & Marketing Tools

Jira, Asana

Google Analytics

Email Marketing Tools

Social Media Management Platforms

Microsoft Office Suite

Marketing Specializations

Digital Marketing Strategy

SEO/SEM

E-Commerce Marketing

Social Media Marketing

Content Marketing

Marketing Analytics

Campaign Management

Design Specializations

Brand Identity Development

Spatial & Experiential Design

3D Visualization & Modeling

UI/UX Design

Exhibition & Environmental Design

Design Systems & Guidelines

Photography & Videography

EDUCATION

Bachelor of Design in Product Design (Dual Degree)

G.D. Goenka University & Politecnico di Milano | 2015 – 2019

Executive Management in Entrepreneurship Development

IIT Delhi | 2021 – 2022

CERTIFICATIONS & TRAINING

- Generative AI Foundations Certificate – Microsoft (Credential ID: 5TLwpQCG74a922hg)
- The Fundamentals of Digital Marketing Certification – Google (Credential ID: GF5 PA3 Z3L)
- Advanced Digital Marketing & Brand Strategy
- Advanced Spatial Design & 3D Visualization
- Figma & Adobe XD Professional Design Training
- Design Systems & Brand Guidelines Development

INDUSTRY KNOWLEDGE

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

LANGUAGES

English (Fluent) | **Hindi** (Native)

PORTFOLIO

Website: vaibhav.sbs

Additional Portfolio: Available on drive and can be presented during interview

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