

**Aayushi Hariharan**  
**Senior Visual Designer | Branding Specialist**

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[contact@simplyaayushi.com](mailto:contact@simplyaayushi.com) | +44 7768384263 | [www.linkedin.com/in/aayushi-hariharan](https://www.linkedin.com/in/aayushi-hariharan) | London, UK  
Design Portfolio: <https://rb.gy/wlmmsl>

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## PROFILE

A multidisciplinary visual designer with **5+ years of experience** in visual design, digital product design, and marketing campaigns across fintech, education, sustainability, and lifestyle sectors. Implemented innovation and brand governance in a collaborative environment at a previous role, co-creating brand identities and visual systems that **boosted user engagement by 400%**. Currently seeking a design role to craft client-centric marketing campaigns and elevate user experience through purposeful design systems.

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## EMPLOYMENT HISTORY

**Senior Visual Designer** | Oct 2019 - April 2025

**London, UK**

- Helped **60+ independent clients** bring their ideas to life by developing bespoke UI solutions, UX design, digital strategies, and content campaigns, contributing to increased brand awareness and sales.
- Designed and deployed scalable asset libraries, easy-to-use templates, and visual toolkits for future marketing, improving project management and refining workflows through AI, **reducing design time by 75%**.
- Worked within an agile environment with cross-functional collaboration to produce print-ready packaging artwork and developer handoff assets, resulting in a **60% reduction in errors** and an **80% increase in multi-channel brand application**.

**Senior Visual Designer, Simple Vedas** | Feb 2022 - April 2025

**London, UK**

- Spearheaded the creation of a comprehensive UI design system with attention to detail with colour palettes, typography guidelines and layout frameworks, **boosting user engagement by 400%**.
- Managed the detailed development of branded marketing collateral for multiple projects including print material, brochures, and outdoor assets, causing **3x more offline sign-ups**.
- Crafted and presented high-impact motion design graphics and social media campaigns with 3D visual storytelling, achieving strong organic growth and **500,000+ social impressions** across platforms.
- Collaborated cross-functionally to define the design strategy and visual language for the launch of their mobile app, applying UX thinking and competitive analysis to deliver an accessible, inclusive interface aligned **100% with WCAG guidelines**.

**Senior Visual Designer, Govardhan Ecovillage** | May 2022 - Feb 2025

**London, UK**

- Designed and directed editorial reports, infographics, and large-scale installations, supporting over 17 SDG-aligned initiatives and helping to engage **4000+ new donors** globally.
  - Led the visual strategy and design direction for a successful website redesign, resulting in a **70% increase in traffic** and the implementation of an asset management system to support continuous improvement.
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## EDUCATION

**BA (Hons) Graphic Communication Design, Central Saint Martins, UAL**

**London, UK**

- **First Class with Honours**; Specialised in Strategy, Future Technologies and Customer Experience (CX)

**Foundation Diploma in Art & Design, Central Saint Martins, UAL**

**London, UK**

- **Distinction**; Focused in Communication Design, Time-Based Media, and Branding Systems.
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## CERTIFICATIONS

- Google Creative Exam & Google Analytics Certification (2023)
  - IBM Enterprise Design Thinking Practitioner (2023)
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## TECHNICAL SKILLS

- Adobe Design Suite (Photoshop, Illustrator, InDesign, Firefly, Adobe Aero AR, After Effects, Premiere)
  - AI tools (Midjourney, ChatGPT), PowerPoint, Google Suite, Figma, HTML & CSS, Spark AR, Unity, Twine
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## LANGUAGES

- English (native), Hindi (native), Marathi (proficient), French (proficient)

*References Available Upon Request*