



AKSHAY SHARMA

CREATIVE DESIGN MANAGER

Creative Design Manager with 8+ years of experience shaping brand identity, visual communication, and integrated campaigns across B2B, D2C, and SaaS industries. Skilled in balancing aesthetics with business objectives, building strong digital identities, and leading teams to deliver impactful campaigns. Recognized for combining strategic thinking with hands-on execution, ensuring consistency across social media, packaging, events, and product launches, while driving innovation in storytelling, elevating consumer engagement, and strengthening overall brand equity.

PROFESSIONAL EXPERIENCE

EDUCATION

Bachelor of Arts
University of Delhi | 2018-2021

Senior Secondary
CBSE | 2016-2018

Secondary Education
CBSE | 2006-2016

CERTIFICATIONS

Web Designing and Development
Network Net | 2018

Graphic Designing
Network Net | 2016

CONTACT

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CORE SKILLS

Strategy:
Campaign ideation, storytelling,
integrated brand design

Design Expertise:
Branding, visual identity, presentations,
print & digital creatives, packaging, video editing

Tools:
Adobe Creative Suite, CorelDraw, Figma,
HTML5, Framer

Brand Communication:
ATL/BTL campaigns, social media, quick commerce
(Q-comm), e-commerce, performance ads, event
& expo branding

Leadership:
Team management, mentoring, design system
setup, vendor coordination, print production



PORTFOLIO
behance.net/akshays

FarMart (FarMart Service Pvt. Ltd.) | Creative Design Manager

Mar 2023 – Present

Lead end-to-end creative design for brand marketing across multiple verticals – Raw Material, Exports, CPG, B2B2C, and SaaS.

Designed and executed ATL & BTL campaigns, social media creatives, and digital-first storytelling formats that strengthened FarMart's positioning in the food-tech industry.

Spearheaded design for Expo stall, Events & brand presence, creating immersive experiences through VR, interactive storytelling, and branded merchandise.

Developed brand collaterals, packaging, and pitch decks aligned with business growth strategies.

Built the FarMart Pantry brand identity from the ground up – including packaging, digital campaigns, and product storytelling – ensuring strong consumer connect with the three pillars: Traceability, Transparency & Trust.

Mentored junior designers, setting up design systems, workflows, and quality benchmarks for scalable output.

Laiqa (Mohar Organics Pvt. Ltd.) | Graphic Design Manager

Jun 2022 – Mar 2023

Directed brand design spanning packaging, website, and social media, ensuring a consistent premium identity for a D2C feminine care brand.

Partnered with marketing teams to conceptualize festive and influencer-led campaigns that improved engagement rates and drove sales.

Revamped packaging to reflect sustainability and modern aesthetics, strengthening Laiqa's premium positioning.

Managed and streamlined design production for ads, e-commerce, and marketplace collaterals, enhancing online customer experience.

Led the team of designers and external partners, managing workflows, delegating tasks, and ensuring timely delivery of creative assets.

HealthKart (Bright Lifecare Pvt. Ltd.) | Sr. Graphic Designer

Oct 2021 – Jun 2022

Designed marketing assets for HK Vitals, driving consistent storytelling across online and offline platforms.

Produced performance-driven ad creatives for Facebook, Instagram, and Google, boosting campaign CTRs and conversion rates.

Collaborated with product and content teams to deliver packaging designs, brand guidelines, and POS collaterals.

Contributed to website banners, landing pages, and UI elements to enhance digital customer journeys.

Created e-commerce assets for HealthKart's own platform as well as marketplaces (Amazon, Flipkart, Nykaa, etc.), ensuring optimized visuals for conversions.

Pee Safe (Redcliffe Hygiene Pvt. Ltd.) | Sr. Graphic Designer

Sep 2019 – Aug 2021

Played a pivotal role in scaling Pee Safe's brand identity during its rapid expansion in India's hygiene and personal care market.

Launched and designed the brand identity, packaging, and marketing collaterals for new verticals including Furr (personal grooming) and Raho Safe (affordable hygiene).

Designed 360-degree campaign assets spanning digital ads, print, outdoor, and in-store branding to drive nationwide awareness.

Created campaigns, packaging, and digital creatives for multiple product launches, ensuring strong differentiation across sub-brands.

Partnered with marketing teams to ensure visual consistency across e-commerce platforms (Amazon, Flipkart, Nykaa, etc.).

Led the design team, mentoring them in creative strategy, campaign execution, and design quality.

Status Tag (Vareque Ventures Pvt. Ltd.) | Graphic Designer

Feb 2017 – Sep 2019

Designed and developed brand identity systems for multiple early-stage ventures, including Galz Talk and Status Tag, shaping their visual presence from the ground up.

Designed intuitive app UI/UX, ensuring smooth navigation and brand consistency across mobile platforms.

Worked on branding, website design, and advertising collaterals for clients across retail, lifestyle, and digital platforms.

Managed creative workflows from concept to delivery, ensuring alignment with both brand guidelines and business objectives.