

Pooja Chawla

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Profile	With 8 years of design experience and an MBA background, I bring a tech-savvy approach and a solid understanding of business and marketing to my role as a product designer. My focus is on user-centred and visual design while keeping track of the latest industry trends and emerging technologies, including the impact of Gen AI on design.
Experience	<p>Deputy Manager - Product Design & UX, Adani Digital Labs, Gurugram – May 2022–Present</p> <p>After my MBA, I utilized my business acumen and marketing knowledge to transition into the product design space at Adani Digital Labs. Currently, I am working on Adani One—a Super app that integrates diverse services into a single platform. I am fortunate to work under the great guidance of product and business gurus like Nitin Sethi, Dheeraj Taneja and Dushyant Chopra. Here, I have,</p> <ul style="list-style-type: none">- Created creative assets for Adani Realty, Electricity, FarmPik, Saksham and ADL social media accounts, resulting in an average of 14% growth in followers.- Collaborated on building a game for the Adani One platform with developers and coders resulting in the highest customer acquisition with the lowest customer acquisition cost ever.- Contributed to UI design for bus bookings and the overall app to enhance the consumer experience.- Efficiently created over 300 assets (print and Digital) in a short span for Adani scan and Pay accounts for all Adani airports.- Developed more than 100+ Banners for app, web and Mweb using Adobe Firefly, Mid-journey and Leonardo AI. <p>Senior Creative Associate, Magnon eg+, Noida – Aug 2019 – April 2022</p> <p>At Magnon eg+, I work with two of the best minds in Indian advertising: Denny Joseph and Vivek Merani. Here, I was responsible for the creative execution of the Nestlé portfolio: Nescafé, AskNestlé, Maggi, Munch, KitKat, Nangrow, Lactogrow, Milkybar, Milkmaid, Milo, Nestea, and Kokocrunch.</p> <p>Art Director, Saatchi & Saatchi, Gurugram – Sep 2018 – Jul 2019</p> <p>At Saatchi & Saatchi I gained experience in mainline advertising. I was fortunate enough to work with advertising professionals such as Sunil Bhandari and Rohit Malkani. Here, I worked on TVCs, packaging, and print ads for Dabur brands, Amway, Tuborg, and Jindal Steel.</p> <p>Junior Visualizer, Thinkstr, Gurugram – Jun 2017–Jun 2018</p> <p>After completing my BFA, I joined as a junior visualiser at Thinkstr. Here I was a part of a highly creative team led by industry veteran Satbir Singh working on brands such as Niti Aayog, the Health Ministry of India, Twinning's, Paree, USHA, Times Internet and Glenfiddich.</p> <p>Intern, Havas Worldwide, Gurugram – May-Jun, 2015</p> <p>I joined Havas Worldwide as a visual designer intern after finishing my second year of BFA. Here, I worked with Senior Creative Director Sarah Coles, designing visuals for Microsoft Lumia phones and Reckitt and Sons.</p>
Education	<p>Amity University, Greater Noida – MBA, 2022</p> <p>College of Art, Delhi University, New Delhi – BFA, 2016</p> <p>CBSE, New Delhi – High School, 2011</p>
Skills	<p>General: Ability to think in pictures, brainstorming, higher-order and systems thinking.</p> <p>Brand identity design: Logos, print collateral, packaging, business cards, stationery.</p> <p>Advertising: Illustrations, editorial, posters, catalogues, signage, OOH displays, social media.</p> <p>Pitch: Advertising strategy, creative idea generation, prototypes, deck designs.</p> <p>UI/UX: User research, Prototyping, wireframes, Information Architecture</p>
Tools	<p>Adobe Suite: Photoshop, Illustrator, XD, Premiere Pro, After Effects.</p> <p>Microsoft: Microsoft Word, PowerPoint, Excel.</p> <p>Other software's: Sketch, InVision, Figma, Final Cut Pro.</p>
Brands	Adani's portfolio, Adani Digital labs, Nestlé Maggi, Munch, KitKat, Nescafé, Nestea, LML Vehicles, Gionee Mobiles, Reckitt and Sons., Microsoft, Apollo Hospitals, Max Healthcare, Niti Aayog, Health Ministry of India, Twinning's Tea, Tuborg, Jindal Steel, Dabur, Amway, Excitel broadband, Paree, USHA, Times Internet and Glenfiddich.