

ADITI VYAS

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WORK EXPERIENCE

Associate Creative Director **Yellow Pebble | 2021 – Present**

- Lead creative projects from concept to execution, ensuring alignment with client objectives, brand guidelines, and creative vision.
 - Collaborate with cross-functional teams (designers, copywriters, marketing specialists) to deliver innovative, high-quality creative solutions.
 - Mentor and guide junior designers and creative staff, fostering a collaborative, growth-driven environment.
 - Develop and present creative concepts and campaigns to clients, incorporating feedback to refine ideas for maximum impact.
 - Manage multiple concurrent projects, consistently meeting deadlines, budgets, and quality standards.
 - Stay abreast of industry trends, emerging technologies, and best practices, infusing fresh, innovative ideas into creative strategies.
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Marketing Manager **Zippertubing | 2024 – Present**

- Developed and executed marketing strategies, increasing brand visibility and website traffic by 14.6%, with an 8.9% boost in average session engagement.
 - Launched a weekly marketing campaign, featuring engineering blogs and case studies on Shopify, optimizing keywords through SpyFu SEO research.
 - Managed digital content creation for weekly blog ads and LinkedIn carousel posts, expanding brand reach on social platforms.
 - Implemented Klaviyo and Mailchimp email campaigns, improving open rates by 11.3% and click rates by 6.7%. Created automations for welcome emails and abandoned cart reminders, driving customer retention.
 - Designed printed materials, including packaging, brochures, posters, and flyers, ensuring brand consistency across all platforms.
 - Enhanced client presentations using 3D modeling and photorealistic rendering for interior designs.
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Senior Graphic Designer **Branded Bills | Phoenix, AZ | 2023 – 2024**

- Created high-quality vector designs and developed custom apparel marketing strategies to boost brand presence and customer engagement.
 - Produced innovative design concepts for social media campaigns and printed signage, optimizing visual communication and aligning with market trends.
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Designer

Colgate | Remote | 2020 – 2024

- Created high-quality vector designs and marketing strategies for custom apparel.
 - Developed engaging visual concepts for digital and print media, elevating brand visibility across platforms.
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Lead Designer

Solving Alpha | Phoenix, AZ | 2022 – 2023

- Managed creative asset development and branding redesigns for six Amazon brands.
 - Directed photoshoots for website content and coordinated work with freelance designers, ensuring consistent brand messaging.
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Freelance Graphic & Industrial Designer

Revlon | Remote | 2018 – 2023

- Designed custom retail displays and sustainable display systems for product launches.
 - Applied cohesive brand aesthetics across packaging, displays, and e-commerce platforms, ensuring a seamless customer experience.
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Industrial Designer

CLEAR | New York, NY | 2019 – 2022

- Led the development and launch of three products, including a patented facial recognition kiosk.
 - Managed production processes, ensuring designs adhered to specifications and quality standards.
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Designer

SFDS | New York, NY | 2018 – 2019

- Contributed to design projects involving product development and visual communication, enhancing overall project quality.
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Industrial Designer
MTD Products | Phoenix, AZ | 2018

- Assisted in concept development, sketching, and prototyping for product designs, contributing to product innovation.
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Lighting Design Intern
Quoizel | Charleston, SC | 2017

- Gained hands-on experience in lighting design, materials selection, and product aesthetics, supporting the design team in bringing concepts to life.

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD) - SAVANNAH | 2015 - 2017

BACHELOR OF FINE ARTS (BFA) - INDUSTRIAL DESIGNER

SKILLS

- **Marketing Strategy:** Development and execution of effective marketing plans.
- **Campaign Management:** Overseeing and optimizing marketing campaigns.
- **Email Marketing:** Creating and managing email campaigns using Mailchimp.
- **Email Automation:** Implementing automated email workflows for efficiency.
- **Shopify Expertise:** Managing e-commerce platforms for seamless transactions.
- **Content Creation:** Producing engaging content, including weekly blogs.
- **Social Media Marketing:** Focusing on LinkedIn marketing and carousel posts.
- **Audience Engagement:** Strategies to increase interaction and connection.
- **Analytics and Reporting:** Analyzing performance metrics to inform decisions.
- **Brand Development:** Enhancing brand identity and presence.
- Softwares: Mailchimp, Shopify, Klaviyo, Adobe Suites (illustrator, Photoshop, Indesign), SpyFu, Rhino 3D, Keyshot Rendering.

AWARDS & PATENTS

- PATENT OWNER FOR NEO, *CLEAR* | 2024
 - ◆ Part of the Patent owning team at CLEAR for the award winning Facial recognition product called NEO.
- IF DESIGN AWARD | 2022
 - ◆ Facial recognition product called NEO used for access into sport stadiums, hospitals and at the airport.
- EUROPEAN PRODUCT DESIGN AWARD | 2018
 - ◆ School Project for a futuristic autonomous Food Truck Design