

Harleen Kaur

Senior Graphic & Fashion Designer

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SKILLS

Design & Creative Skills

Social Media Graphics & Management, Visual Communication, Generative AI, Art and Creative Direction, Corporate & Brand Identity Design, Advertising & Campaign Creatives, Digital & Print Design, Typography, Layout Refinement, Photo Editing & Retouching, Data Visualization, Presentation & Pitch Deck Development, Moodboard Creation, Trend Analysis, Print Making, Illustrations, Video Content Creation and Editing, Website Designing.

Marketing & Strategy Skills

Market Research, eCommerce Marketing, Performance & Data-Driven Marketing, Social Media/Content Marketing & Strategy, Engagement Optimization, Marketing Analytics, Email & WhatsApp Marketing, Campaign and Event Planning & Execution, Webinar & Live Session Hosting, Stakeholder Management.

Technical Proficiency

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Figma, Canva, ChatGPT, Claude, Gamma, HubSpot, Wix, CLO-3D, Wondershare Filmora, Microsoft Office.

EXPERIENCE

AdYogi, Senior Associate, Marketing (Graphic Design) | Gurugram

March 2024 – Present

Design Lead & Event Marketing – Decode eCommerce in collaboration with Meta

- Spearheaded the end-to-end design of event marketing collaterals, ensuring strong visual alignment with brand identity and the overarching theme of Decode eCommerce.
- Simultaneously delivered two strategic decks, ensuring both were content-rich, visually sharp, and completed ahead of schedule.
- Orchestrated seamless cross-functional coordination between internal stakeholders and Meta's leadership team, leveraging structured trackers to streamline client registrations, event flow, and stakeholder alignment.
- Took charge of on-ground event hosting and coverage—capturing real-time photos and videos while also hosting on stage with a confident and engaging presence.
- Amplified real-time event visibility by leading live social media coverage in collaboration with the content team, driving significant reach and engagement across platforms.

Creative Strategy & Brand Development

- Owned the creative direction for **AdYogi** and its subsidiary, **BigAtom**, overseeing social media creatives, brand aesthetics, and design language, significantly enhancing brand perception.
- Designed the **BigAtom logo** and created all **website collaterals and promotional creatives**, playing a key role in the brand's launch.
- **Designed and executed data-driven newsletters**, optimizing engagement through strategic content and audience insights.
- **Integrated industry insights** into engaging content formats, enhancing brand engagement and thought leadership.
- Led the end-to-end development and execution of YouTube-specific content series, overseeing ideation, scripting, guest outreach, hosting, and editing. Strategically repurposed the content to maximize engagement across social media platforms, redefining branding strategies for **increased digital visibility**.

- Oversaw website design and updates, ensuring a cohesive and visually compelling user experience while maintaining brand consistency. Designed and developed landing pages optimized for engagement and conversions, aligning with marketing objectives and business goals.
- Led the design and execution of the **AdYogi x Shopify eBook**, achieving **3,640+ downloads** to date.
- Designed the **AdYogi Omnichannel eBook**, aligning with industry trends and business goals, securing **180+ downloads in its first quarter**.
- Conceptualized and developed case studies, decks, and audit templates; instrumental in onboarding brands like **Manyavar, Milton, Red Chief, Being Human, Wipro, and Marico**, contributing to **₹6.62 crore in monthly ad spends**.

Webinars & Live Sessions

- Successfully orchestrated multiple Partner Webinars, driving engagement with up to **120+** registrations and **80+** attendees, strengthening industry collaborations and brand visibility.
- Led high-impact live sessions, achieving a record-breaking **100+** attendee count through strategic promotions, compelling creatives, and engaging content.

Cross-Functional Collaboration & Project Management

- Worked closely with teams across **Product, Marketplace, Pro-Optimization, International, and Innovation**, ensuring brand consistency and stakeholder alignment.
- Delivered high-impact projects **under tight deadlines**, demonstrating agility, problem-solving, and execution excellence.

Exhale Label, Graphic Designer | Mumbai

May 2023 - September 2023

- Designed eye-catching prints for a range of apparel, fusing creative flair with comprehensive trend analysis to produce a distinctive and appealing product.
- Skillfully generated **design files for printing purposes**, ensuring proper formatting, resolution, and color accuracy.
- Designed **visually striking emailers and ad creatives** that translated marketing objectives into impactful visuals to enhance brand visibility, engage customers and successfully communicate promotional messages, leading to higher open and click-through rates.
- Designed and curated engaging social media content, including static posts, stories and reels that complemented the brand aesthetics and resonated with the target audience.
- Played a pivotal role in overseeing the development of the **brand website**, ensuring that it resonated with the brand's essence and engaged visitors effectively.
- Created garment **mock-ups, fit comments and techpacks** to ensure design alignment before manufacturing and to serve as an accurate depiction of the finished product, streamlining the production process.
- Worked on the brand packaging that captures consumers and strengthens brand identity.
- Utilized **video editing skills** to craft promotional videos that showcased products and reinforced the brand's messaging across a wide range of digital platforms.

On Running, Innovation Research Project | Zurich, Switzerland

September 2022- November 2022

- Conducted a comprehensive three-month research project focusing on the **transformative potential of Merino Wool** within the Activewear Industry, specifically tailored to On Running's product portfolio.
- Utilized **Clo 3D** to create a detailed prototype of activewear garments.
- Gathered primary and secondary data through rigorous research methods, including in-depth interviews with industry experts and sourcing data from a variety of channels.
- Analyzed Various market trends and consumer preferences linked to Merino Wool activewear.
- Collaborated closely with cross-functional teams to implement research findings into the company's product roadmap.
- Established communication with **The Woolmark Company's Business Development Manager, National Geographic Explorer & CEO of Cora Ball** to learn more about the most recent advancements in wool technology along with innovative solutions for mitigating microfiber pollution in the context of wool-based activewear to create a **Microfiber Guide for On Running**.
- Worked on providing a complete life cycle assessment of the proposed garments.
- Presented my findings and research insights at **On Running headquarters in Zurich, Switzerland**, fostering collaborative discussions and ensuring that the Research findings directly informed strategic decisions and product development efforts.

International Woolmark Performance Challenge, Winner | Paris, France

April 2021- March 2022

- Worked on ideating and creating maternity activewear that not only embraces the growing pregnant body but also works with the wearer's body movement, instead of against it; all the while providing a snug fit, supporting both the mother and fetus in the correct areas, providing coolness when the body temperature rises, and monitoring the baby's health using a Foetal Heart Rate Monitor.
- Mentored by the Head of Design at **Hugo Boss**, Global Head of Talent Acquisition at **On Running (Previously Adidas)**, Global Head of Performance, Textile Developer and Material Innovation Lead at **On Running** and Course Coordinator of **Fashion Design at IED Milano**.

Myriad Activewear, Apparel and Graphic Fashion Design Intern | Mumbai

February 2022- May 2022

- Planned and designed an activewear collection by producing detailed fashion illustrations and sketches to communicate design concepts and ideas.
- Conducted comprehensive market research to uncover new trends in the activewear sector ensuring that product offerings remained competitive and relevant.
- Designed **mood boards, color boards, and client boards**, presenting cohesive visual concepts.
- Designed original prints and patterns that added unique visual appeal to the activewear line.
- Proficiently used **CAD software** to refine and finalize fashion graphics.

Manish Arora, Apparel and Graphic Fashion Design Intern | New Delhi

April 2021 – July 2021

- Overlooked **print and motif development** to enhance the uniqueness of the products.
- Produced detailed and aesthetically pleasing fashion illustrations to visualize design ideas.
- Proficiently used **CAD software** to create and refine fashion graphics.
- Developed captivating design boards that effectively conveyed the brand's vision.
- Conducted extensive market research to identify consumer preferences and emerging trends, providing valuable insights for product development and marketing strategies.

EDUCATION

- **Bachelor of Design (B.Des.) in Fashion Design (Year 4)**
Torrens University, Australia, August 2022
- **Bachelor of Design (B.Des.) in Fashion Design (Year 1-3)**
Pearl Academy, New Delhi, July 2021
- **Bachelor of Arts (B.A.) in English Honors**
Indira Gandhi National Open University (IGNOU), New Delhi, July 2021

CERTIFICATIONS

- Meta Blueprint Certification (Media Planning Professional)
- LinkedIn Marketing Strategy
- HubSpot Social Media Marketing
- Amazon DSP Advanced Certification
- Google Ads Search Certification
- Google Ads Video Certification
- Clo 3D Design Software
- Wool Appreciation Course
- Fashion Styling and Image Making
- Digital Marketing Certification

AWARDS

- International Woolmark Performance Challenge Winner | The Woolmark Company, 2021

- Merit Scholarship and Academic Excellence Award | Pearl Academy
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