**Harleen Kaur**

Senior Graphic & Fashion Designer

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**Portfolio & Website**: <https://www.harleenkaur3135.com/main-project-page>

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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 foetus 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 Arts (B.A.) in Fashion Design (Year 4)**

Torrens University, Australia, August 2022

* **Bachelor of Arts (B.A.) 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