

TWINKLE RAJAN

Visual Designer

I aim to create designs that go beyond aesthetics—work that is rooted in strategy, clarity, and purpose. With 7+ years, I approach every creative decision with the intent to solve real problems, communicate ideas effortlessly, and support meaningful business and user outcomes. I believe strong brands are built through consistency, attention to detail, and visual systems that scale seamlessly across platforms while staying true to their core identity. I hold a Bachelor's degree in Design from NIFT, which laid the foundation for my design approach and professional growth.



Design with intent. Create with clarity.

TECHNICAL SKILLS

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE AFTEREFFECTS

ADOBE PHOTOSHOP

ADOBE XD

POWERPOINT

WORK EXPERIENCE

Uniquis Consultech Inc., Gurugram

May 2023 - Present · 3 yrs 4 mos

Senior Visual / Brand Designer

- Led the creation of **high-impact visual assets** across presentations, social media, videos, reports, publications, and corporate collateral.
- Defined and implemented the **brand's visual identity, design systems, and style guidelines**, ensuring consistency across all touchpoints.
- Directed and managed a **team of designers**, providing mentorship, feedback, and workflow oversight to maintain quality and meet deadlines.
- Collaborated with **marketing, communications, and leadership teams** to translate complex concepts into clear, engaging, and brand-aligned visual solutions.
- Oversaw multiple design projects simultaneously, ensuring alignment with **strategic business goals, timelines, and quality standards**.
- Drove **process improvements in design operations, asset management, and cross-functional collaboration** to enhance efficiency and scalability.

Buckzy Payments, Canada

Nov 2021 - May 2023 · 1 yr 7 mos

Senior Visual / Brand Designer

- Orchestrated the visual language for **30+ integrated campaigns**, partnering across product, sales, and marketing to shape campaign identities, product launches, sales narratives, digital experiences, and UI-led storytelling.
- Helped drive a **~25–35% uplift in brand visibility**, translating fintech complexity into clear, memorable, and trust-building visual systems that resonated across global audiences.
- Acted as a brand guardian—ensuring every touchpoint, from pitch decks to product screens, felt cohesive, intentional, and unmistakably Buckzy.

● Pidge, Gurugram

Apr 2020 - Oct 2021 · 1 yr 7 mos

Brand Custodian

- Built the brand's visual identity from the ground up, creating a consistent, recognizable presence that led to **~40–45% growth in brand awareness and engagement**.
- Grew Instagram from **0 to 10K followers**, using campaign-driven storytelling, bold visuals, and community-first content to turn a new brand into a familiar one.
- Established design systems and brand standards that scaled seamlessly across teams, formats, and platforms.

● VMock, Gurugram

Aug 2018 - Feb 2020 · 1 yr 7 mos

Visual Designer

- Fueled **50+ campaigns and product launches** with strategic visuals—supporting marketing, sales, and product teams with storytelling-driven decks, launch creatives, and digital assets.
- Designed visual frameworks that reduced friction, accelerated launches, and ensured brand clarity at every stage of the user journey.

● Otium Living, Noida

Apr 2017 - Feb 2018 · 11 mos

Design / Research Associate

- Crafted **15–20 insight-led design narratives** for senior leadership, blending research, market signals, and visual storytelling to influence brand and product decisions.
- Reduced creative churn by **~20–25%** by anchoring design direction in data, helping teams move from opinion-based to insight-driven execution.

● Pavilions & Interiors, Noida

Jul 2016 - Apr 2017 · 10 mos

Graphic Designer

- Designed brand experiences for **75+ exhibitions and events**, translating spatial ideas into immersive visual identities and on-ground storytelling.
- Achieved a **~75% concept approval and reuse rate**, reflecting strong alignment between creative vision, client goals, and brand intent.

● Times of India, Pune

May 2015 - Jul 2015 · 3 mos

Graphic Design Intern

- Designed for a high-pressure newsroom where speed met precision, with **75–80% of creatives published or approved without major revisions**.
- Reimagined workflows and templates, **cutting design and approval cycles by 15–20%**, and helping teams deliver daily stories with consistency and visual impact.

Skilled in delivering design solutions that enhance brand identity and communicate ideas clearly across multiple channels.

You can find my contact details by scanning the QR code at the top—looking forward to connecting.