

Vijay Yadav

Art Director

✉ Vijay@designloomstudio.com

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📍 Meet Nagar, Delhi

Multidisciplinary designer currently working as a freelance creative under Designloom Studio, specializing in graphic and UI/UX design. Self-taught in UI/UX with hands-on experience across web development and video production. Led and managed creative teams of 10+ members, delivering successful projects for clients in healthcare, AI startups, tech, corporate, travel, non-profit, and government sectors. Experienced in handling end-to-end design projects including websites, branding, logos, print materials, event booths, and custom illustrations. Known for delivering thoughtful, functional visuals and collaborating across teams to translate client ideas into impactful digital and print outcomes.

Work Experience

Art Director

Noida

Visual best

01/2022 - 12/2024

- Led the creative direction and user experience design for a hot air balloon safari brand, crafting a visually immersive website that reflects the elegance and adventure of the South African landscape.
- Led storyboarding and production coordination for RHI Magnesita's inauguration video managed on-site direction and collaborated with the photography team to deliver a compelling brand film.
- Worked on Honda's CSR project—guided on-ground videography and photography, and designed the project's cover for final publication.
- Improved design delivery timelines by 27% and reduced bounce rates by 30% on flagship projects.
- Managed and mentored a 15+ team of designers across UI, print, SEO, PMs and video teams.

Chief Visualizer

Noida

Visual best

03/2021 - 12/2021

- Led the end-to-end creative direction for Aeropaarth, including logo design, brand identity, and website UI/UX — delivering a complete, developer-ready handoff.
- Designed and launched the official website for EFAST India, focusing on responsive design, user-friendly navigation, and cross-device accessibility to enhance overall user experience.
- Led the design and branding for AB InBev GCC India's internal product "Compliance," including logo creation, mascot development, and marketing materials—ensuring brand consistency with Budweiser's global identity and boosting internal product visibility.
- Led the end-to-end design of branded infographics for LinkedIn, including custom illustrations, to elevate visual storytelling; streamlined design workflows, resulting in a 20% reduction in turnaround time and improved content engagement.

Senior Graphic Designer

Noida

Visualbest

01/2020 - 02/2021

- Led a cross-functional team in creating branding assets for GEOCLOTH's retail clothing line, including custom illustrations; trained and mentored a 4-member design team, implementing solutions that accelerated the illustration process by 50% and contributed to a 15% increase in company sales. Facilitated the production of specialized artwork through collaborative efforts, realizing a 40% improvement in project success.
- Created end-to-end visual content for top-tier clients like Adobe, Intel, TATA, LinkedIn, Spoon Finland, WithSecure, and UPM—delivering key brand assets including digital ads, pitch decks, event creatives, emailers, banners, and custom illustrations, ensuring brand consistency across all platforms and industries.

Graphic Designer

Ghaziabad

Visualbest

02/2019 - 12/2019

- Conceptualized and sketched detailed storyboards for diverse multimedia projects, leading to a 25% increase in client satisfaction scores and project efficiency.
- Developed and delivered over 150 high-quality vector-based design projects in just 7 months, resulting in a 40% increase in overall customer satisfaction and retention.
- Designed compelling and data-driven infographic content for multiple national and international brands, enhancing visual communication and boosting brand engagement across digital platforms.

Graphic Designer
Design house India

Ghaziabad
10/2018 - 01/2019

- Implemented efficient workflows for visual content production, reducing project turnaround time by 15% without compromising quality.
- Developed conceptual designs for print and digital campaigns, increasing client visibility by 35% in 6 months.

Junior Graphic designer
Namo gange trust

Ghaziabad
06/2018 - 09/2018

- Designed print materials including brochures and flyers, achieving a 25% reduction in production time by optimizing processes.
- Designed and delivered innovative graphic solutions aligned with project goals, reducing production time by 15%.

Education

Bachelor of Fine Arts (Applied Arts)
International Institute of Fine Arts

Modi Nagar
05/2018

COURSES / CERTIFICATIONS

- Adobe Design Fundamentals Certification
- Google Foundations of User Experience
- Designership Ultimate Figma Masterclass
- Flux academy Web design masterclass

Skill

Leadership & Strategy: Leadership, Strategic Planning, Decision-Making, Project Management

Design & Creativity: UX Design, Graphic Design, Web Development, Art Direction, Conceptualization, Storyboarding, Layout Design

Communication: Content Creation, Social Media Management, Collaboration, E-learning, Training

Tools: Advanced Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Microsoft Teams, Jira, Procreate, Sketchbook pro.

Portfolio

Vijay.Designloomstudio.com

