

Vijay Yadav

Art Director

• Vijay@designloomstudio.com • +91-8285427953 • Delhi, India • vijay.designloomstudio.com

ABOUT ME

Creative Art Director with 8+ years of experience building brand identities, visual storytelling systems, and digital experiences for global brands including Adobe, LinkedIn, Honda, Intel, Tesla, AB InBev, and RHI Magnesita. Specialized in branding, art direction, illustration-led design, and high-impact visual communication across digital, print, web, editorial, and brand platforms.

Experienced in leading multidisciplinary creative teams and delivering strategic design solutions for agencies, startups, luxury brands, product companies, and global enterprises.

8+	15+	27+	30+	150+
Years Experience	Team Members	Faster Delivery	Bounce Rate Reduced	Projects Delivered

EXPERIENCE

Founder & Art Director DesignLoom Studio | Delhi Jan 2025— Present

- Leading end-to-end creative direction across branding, advertising campaigns, web experiences, storyboarding, and visual communication projects.
- Designed and developed the complete website experience for Nestopa Media Group (Dubai), a real estate marketing agency operating across UAE, UK, Hong Kong, and Thailand.
- Directed storyboard creation and video production for Tatha, a premium skincare and wellness brand.
- Built visual identity systems and branding frameworks for wellness, lifestyle, and digital-first brands.
- Collaborating with startups and international clients on brand positioning, campaign visuals, and creative strategy.

Art Director VisualBest | Noida Jan 2022 – Dec 2024

- Led creative direction and brand identity development for global enterprise and consumer brands across digital and print platforms.
- Directed RHI Magnesita’s inaugural corporate brand film including storyboarding, photography coordination, and on-ground creative supervision.
- Managed photography direction and project execution for Honda CSR publication and annual communication assets.
- Created identity and mascot systems for AB InBev GCC aligned with Budweiser global standards.
- Built complete visual identity systems for Aeropaarth including logo, typography, and brand communication.
- Developed LinkedIn infographic systems and collateral frameworks that improved engagement and reduced turnaround timelines.
- Managed and mentored a 15+ member cross-functional team including web developers, project managers, SEO specialists, video editors, and designers, improving delivery timelines by 27%.

- Led branding and visual storytelling projects for global and enterprise brands across digital, print, and editorial platforms.
- Delivered creative assets for Intel, LinkedIn, TATA, Spoon Finland, WithSecure, UPM, and Indeed.
- Led branding for GEOCLOTH retail line including custom illustration systems, contributing to a 70% increase in company sales.
- Trained and mentored a 6-member illustration team, improving output efficiency by 50%.
- Delivered 150+ vector illustration and branding projects within 7 months while maintaining high-quality execution.

EARLIER EXPERIENCE

Senior Graphic Designer

VisualBest | Noida
Jan 2020 – Feb 2021

Designed eBooks, infographic systems, presentation decks, and digital collaterals for enterprise and technology-focused brands. Worked on branding and visual communication assets for Hiscox, Revelate, Addsecure, Ecocare, Indeed, WithSecure, and Spoon Finland across digital and editorial platforms.

Graphic Designer

VisualBest | GHAZIABAD
Jan 2020 – Feb 2021

Created social media creatives, infographic-driven digital assets, branding collaterals, and presentation materials for national and international clients across print and digital platforms. Worked on visual communication projects for marketing and brand engagement.

Graphic Designer

DESIGN HOUSE INDIA | GHAZIABAD
Oct 2018 – Jan 2019

Designed social media creatives, branding assets, marketing collaterals, and visual communication materials across digital and print platforms. Supported campaign design and promotional communication projects for multiple clients.

BRANDS SERVED

Adobe · LinkedIn · Honda · W.H.O · TCS · HCL · RHI Magnesita · Budweiser · Spoon Finland · Intel · TATA · Indeed · Tesla · WithSecure · UPM · Govt. of India · AB InBev GCC · EFAST India · Aeropararth

SKILLS & TOOLS

Design Expertise

Art Direction	Brand Identity	Visual Storytelling	Typography	Creative Direction	Illustration	Storyboarding
BTL Marketing	Collateral	Photography	BTL Marketing	UI/UX Design	Web Design	Presentation

Design Expertise

Figma · Adobe Illustrator · Photoshop · InDesign · Framer · Procreate · Sketchbook Pro · Microsoft Teams · Jira · Zoho

EDUCATION CERTIFICATIONS

Bachelor of Fine Arts — Applied Arts

International Institute of Fine Arts · 2018

Graphic Design Training

Ducat India · 2018

Certifications

Adobe — Design Fundamentals
Google — Foundations of User Experience (UX)
Designership — Ultimate Figma Masterclass
Flux Academy — Web Design Masterclass