

Aaryan Kapoor

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## Experience

### **slice™** Creative Intern

Contributed to building visual identity systems for new products. Accelerated twitter engagement by 25% through diversified content & design strategies. Developed & generated creatives used for digital marketing on Instagram, twitter & fb. Collaborated on adverts with sponsors (amazon & flipkart) for ad campaigning.

September 2021 - November 2021

## Projects

### **athletico™**

Developed strategy & visual design system for a sports supplement manufacturer targeted towards young athletes engaged in diversified sports and short trainings.

December 2023 - January 2024

### **Beep Beep®**

Analysed target market and strategised a brand strategy for a media design agency that showcased an approachable visual language with an animated brand mascot.

July 2023 - December 2023

### **FLOTEK™**

Executed and leaded a brand refresh for a hydro technology startup specialising in dam technology and turbines by inculcating the core products in design language.

May 2023 - October 2024

### **Melea™**

Collaborated on an academic capstone project required development of a brand extension and design for a sustainable fashion manufacturer from scratch analysis.

May 2023 - September 2023

## Education

### **Nottingham Trent University**

MSc Marketing & Brand Management → Distinction

January 2024

### **JK Business School**

BBA Branding & Visual Communication → First Class

September 2022

## Skills

### **Tools**

Adobe Creative Cloud - Illustrator, Photoshop, After Effects, Premiere Pro, Figma, Spline3D, Blender, Cinema4D, CSS, TypeScript, JavaScript, ReactJS, Wire-framing.

### **Achievements**

Pearson Prize - Performer of the Year 2023