

# ANUSHKA NIGAM

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## EXPERIENCE

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### SNAPS | Designer

Jan. 2024 – Present

Florida, US

- **Innovative Product Design:** Spearheaded the design of new product lines and trend research. Integrating advanced motion-sensor magnetic golf accessories for top-tier brands like *Corona Premier*, *Hugo Boss*, *CAA Sports*, and *WWE*.
- **User-Centered Brand Strategy:** Worked with the Design Director and VP to align creative vision with business objectives, ensuring the production of 60+ tech packs, 3D prototypes and sales samples ready for market launch.
- **Cross-Functional Collaboration:** Orchestrated various teams between design, merchandising, product development, ensuring cohesive execution and consistent brand messaging for product releases across multiple touchpoints.

### Good Light World | Marketing Design Intern

Jan. 2024 – May 2024

New York, US

- **Data-Driven Optimization:** Conducted A/B testing across email, social, and web content, increasing engagement by 30%. Crafted strategy for 10+ influencer campaigns, leveraging insights to improve conversion rates, and *sales KPIs*.
- **Experience Design for Retail:** Developed cohesive messaging for *Sephora*, *Netflix*, *Ulta Beauty*, *Kohl's*, and *JCPenney*, leveraging shelf-on-shelf displays to boost stopping power, brand footfall and in-store efficiency by 25%.
- **UX Research & PR Strategy:** Integrated performance analytics to enhance design execution, spending almost 6% less on promotion, leveraging paid media, CRO, CTR and targeted email/SMS strategies with an increase in *ROI of 24%*.

### SCAD | UX Design Intern (SCADpro Collaboration)

Jan. 2022 – Dec. 2023

Atlanta, US

- **Google – Privacy & Compliance UX:** Designed multi-channel campaigns across digital, print and OOH platforms. Conducted 50+ focus group interviews to optimize privacy features, boosting user trust and driving 500k impressions.
- **Nike – Immersive Digital Experiences:** Art directed an innovative campaign integrating *AR/VR* experiences, *Metaverse* activations, and *Roblox* collaborations, driving brand visibility reach to over 200,000 sneakerheads.
- **Adobe – Gen AI & Interaction Design:** Conceptualized an *AI-powered* personalized workspace with adaptive technology. Led a 15-member team in research, stakeholder communication and strategic framework development.

### Minus Equals Plus | Art Director

Jun. 2019 – Aug. 2021

Delhi, India

- **Interaction Design & Accessibility:** Designed impactful branding, intuitive digital and print assets for the *National Sports Meet* with 50,000+ attendees, exceeding design expectations for the *Ministry of Tribal Affairs (Gov India)*. [\[link\]](#)
- **Content Localization & Marketing:** Led the creative process from ideation to execution, delivering a complete brand identity system within a week turnaround. Produced 800+ vector illustrations for a top *YouTube* channel. [\[link\]](#)
- **Rapid Prototyping & Execution:** Tailored designs for clients like *Lifebuoy* and *Tresemme*, crafting web visuals that communicated complex themes in both English and Hindi, improving audience understanding and brand recognition.

### International Model United Nations | Visual Designer

Nov. 2019 – Dec. 2019

Kuala Lumpur, Malaysia

- **Event Branding & Content Creation:** From presentation development, working with the media relations team to deliver 60+ high-quality graphics for a 5-day international conference attended by 500+ delegates, ensuring design consistency and visual cohesion across multiple event platforms.

## EDUCATION

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### Savannah College of Art & Design (SCAD) | Master of Fine Arts in Advertising

Sept. 2021 – Mar. 2024

Academic Honors Grad Scholarship; *Research Assistant*; *Graduate Mentor*; *Production Assistant*; *Student Ambassador*

### Manipal University | Bachelor of Fine Arts in Applied Arts

Aug. 2017 – Nov. 2021

Summa Cum Laude; *Dean's List Gold medal*; *Smt. Chandravati Gold Medal for Excellence in Design Research*.

## SKILLS

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Illustrator, Photoshop, After Effects, InDesign, Figma, Keynote, Adobe XD, Adobe Creative Suite, Premiere Pro, Mad Mapper, MidJourney, Mailchimp, Klaviyo, Shopify, HubSpot, InVision, Google Ads, Amazon Marketing Services, Sketch, iOS, Web, Android, Principle, Axure RP, Lucidchart, Miro, Wireframing, Google Analytics, Google Firebase, UserTesting, Webflow, Maze

## 35+ AWARDS & HONORS

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[Atlanta Ad Club Grand Prize Winner 2023](#); Communication Arts 2023; [7th District AAF ADDY Awards 2023](#); Young Ones ADC 2023; [IDA 2022/2023](#); American Advertising Federation ADDY Awards 2022/2023/2024; [Applied Arts Awards 2022](#); [Summer Teaching Instructor 2023](#); Professional Development Certification; Savannah Film Festival Moderator 2023