



Hello I'Am Bhuvan Saini



Creative Designer

PORTFOLIO



www.behance.net/bhu1saini



www.bhuvansaini.com/portfolio

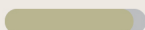
ABOUT ME

Innovative Design & Creative Leader with 9+ years' experience driving brand identity, product design, and user-centric digital experiences for leading consumer brands. Skilled in design strategy, UI/UX systems, and cross-functional leadership, with a proven record of creating designs that boost engagement, conversions, and brand visibility.

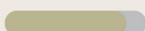
EXPERTISE



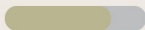
Visualizer



Art Creator



2D illustrator



3D Rendering



UI/UX Design



Video Editor



CORE SKILLS

Design & Branding: Brand Identity, Creative Direction, Packaging Design, Marketing Collateral
UI/UX & Digital: Wireframing, Prototyping, A/B Testing, User Journeys, Responsive Design
Tools: Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Figma, 3DS Max, Keyshot etc.
Leadership: Team Management, Creative Strategy, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Design Manager | Infinix India (Transsion Holding)

Aug 2024 – Present

- Leading design strategy for digital campaigns & product launches, ensuring cross-platform brand consistency.
- Designed promotional and POS materials that supported sales across online & offline channels.
- Improved user journeys by developing UI/UX systems that increased conversion rates and reduced drop-offs.
- Collaborated with social media & marketing teams to deliver creatives that boosted engagement KPIs.



Email

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Website

www.bhuvansaini.com

TECH SKILLS

Ps

Photoshop

Ai

Illustrator

Pr

Premier Pro

Ae

After Effects

Figma

Figma

Keyshot

Keyshot

Corel Draw

Corel Draw

EDUCATION

2013-2016

MCA(Master of Computer Application)

Indira Gandhi National Open University

2013-2016

Software Engineering Level-A

(National Institute of Electronics and Information Technology)

PROFESSIONAL EXPERIENCE

Sr. Design Manager | Hero Electronix (QUBO)

Feb 2024 – Jul 2024

- Directed end-to-end creative strategies for new product launches across both digital platforms and physical retail, ensuring cohesive storytelling and maximizing brand impact.
- Developed and implemented comprehensive visual identity systems that unified branding across packaging, marketing campaigns, and digital assets, resulting in a consistent and memorable customer experience.
- Collaborated closely with product and development teams to translate design concepts into functional, user-friendly digital experiences, ensuring seamless UI/UX execution and brand consistency across platforms.

Sr. Manager – Design & Creative | boAt

Jun 2021 – Feb 2024

- Managed and mentored a creative team, producing social media creatives, videos, and campaign assets that increased online engagement by 35% YoY.
- Designed merchandise, catalogs, and corporate sales materials, enhancing offline brand presence.
- Spearheaded brand visual communication strategy, ensuring consistency across market-places.
- Partnered with performance marketing to deliver A+ content and marketplace creatives, improving conversion rates.

Creative/IT Head | TAGG Digital Pvt. Ltd.

Feb 2019 – May 2021

- Defined and established brand creative direction, setting the tone for visual communication and ensuring consistency across all digital platforms including websites, social media, and e-commerce.
- Delivered high-impact graphic design, web projects, and advertising creatives, maintaining quality standards that strengthened brand perception and customer engagement.
- Collaborated with external agencies and development teams to enhance website design and user experience, leading to improved site performance, navigation, and overall usability.

Sr. Creative Designer | 4Com Technologies

Feb 2017 – Feb 2019

- Conceptualized and designed marketing campaigns, infographics, and corporate presenta-tions that enhanced brand visibility and supported business growth across digital and offline channels.
- Partnered with product and marketing teams to develop and launch innovative design concepts, ensuring creative alignment with brand strategy and market trends.

Best Regards

Bhuvan Saini



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