ARYAN BARTWAL

GRAPHIC DESIGNER | BRAND IDENTITY | CAMPAIGN DESIGN

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Portfolio: aryanporfolio.quest

PROFILE

Graphic designer with agency experience in social media and independent work across brand identity, packaging and advertising. Combines typography, illustration and copywriting to develop ideas from research and moodboards through design, mockups and presentation.

EXPERIENCE

Content & Marketing Contributor | Vackadoo, New Delhi
2024-2025 (6 months)

- Designed 30+ branded Instagram posts in Canva, using consistent layouts, colour and typography to support brand messaging across six months of content.
- Developed content ideas, reels and captions; aligned visual storytelling with publishing schedules and audience interests. The initiative contributed to approximately 40% growth in content reach.
- Worked with the founder to review Instagram analytics, incorporate feedback and refine graphics and messaging for subsequent content.

Independent Graphic Designer | Self-initiated projects | 2026-Present

- Develop brand and campaign concepts through research, moodboards, copy, posters, carousels, packaging and mockups.
- Create editorial artwork and music posters using illustration, photo manipulation, mixed media, texture and typography; present the work as portfolio case studies.

Social Media Marketing | HSC Horizon Study Circle, New Delhi | 2023-2024

- Created and published social content, maintained visual consistency and supported campaign planning, content calendars and audience engagement.

Freelance Writer | 2025-2026 (6 months)

Researched, wrote and edited 10+ articles for a peer-run digital platform.

SKILLS

Design: Graphic design, brand identity, logo design, packaging design, social media graphics, advertising, campaign posters, editorial layouts, presentation design, typography, composition, colour theory, visual hierarchy, illustration, photo editing, image manipulation, digital and outdoor mockups.

Content and workflow: Concept development, creative brief interpretation, copywriting, content writing and editing, visual storytelling, content strategy, social media marketing, campaign planning, audience research, content calendars, Instagram analytics, feedback and collaboration.

Tools: Adobe Photoshop, Adobe Illustrator, Figma, Canva, DaVinci Resolve, Microsoft PowerPoint, Word and Excel.

EDUCATION AND CERTIFICATIONS

Bachelor of Business Administration | Dr. B.R. Ambedkar University Delhi
May 2026 | GPA: 7.2/10

Class 12, Commerce | St. George's School | 2022 | 78%

Certifications: Foundations of Digital Marketing and E-Commerce - Google (2026); McKinsey Forward Learning Program - McKinsey & Company (2026).

PROJECTS

AAMRAS | Beverage Brand Identity & Packaging Concept

- Created the logo, original illustrations and a pink-and-yellow visual identity, giving the brand a playful personality across packaging and promotional designs.
- Applied the identity to cans, boxes, social media visuals and product mockups, adapting the illustration, typography and layout to each format.
- Combined brand storytelling with packaging design to show how a beverage brand could build a recognisable presence across products and marketing.

FilmSquad | Instagram Strategy & Visual Direction

- Developed an Instagram direction covering page identity, typography, colour palettes, grid arrangement and references from other production houses.
- Planned connected runs of posts for individual shows, balancing each streaming platform's campaign identity with a consistent style for FilmSquad's original content.
- Created logo-reveal and case-file grid concepts, bringing together content planning, entertainment marketing and visual storytelling.

Netflix - Commute Ready | Campaign Concept & Design

- Built a campaign around a familiar commuter experience: having time to watch something, but needing it to fit the journey.
- Wrote campaign headlines and designed three posters, phone and interface mockups, a six-slide Instagram carousel, and metro platform and train interior placements.
- Connected an audience insight with a product idea and campaign execution, demonstrating copywriting, visual hierarchy and design across digital and outdoor formats.

Swiggy Instamart x Rakhi | Seasonal Campaign Concept

- Developed "Ben 10 wali Raakhi for your 10/10 Bhai," connecting childhood nostalgia and sibling humour with a Rakhi shopping occasion.
- Created campaign copy, hoarding concepts and Instagram carousel visuals, using the product as the link between the cultural reference and the brand.
- Demonstrated topical marketing, audience understanding and the ability to turn a playful idea into coordinated advertising.

boAt x Rakhi | Campaign Concept & Art Direction

- Developed "Ghar badal gaya. Bhai ki bakwaas nahi," using the familiarity of sibling banter to explore Rakhi across distances.
- Designed hoarding concepts using landmarks and a Rakhi-inspired red ribbon to connect the campaign's emotional idea with its visual treatment.
- Demonstrated emotional storytelling, concise copywriting and art direction, adapting the tone and design to a different brand and audience.

Graphic Design & Artwork | Independent Creative Projects

- Created music posters and original artwork using illustration, photo manipulation, mixed media, grain, texture and expressive typography.
- Explored different compositions and visual styles to communicate the mood and personality of each subject.
- Demonstrated a distinct creative voice alongside practical skills in image editing, composition, colour and typography.

NIB | Streetwear Brand Concept

- Developed an abstract-art streetwear concept through original illustrations, expressive drawings and experiments with brand lettering and logo directions.
- Adapted artwork into apparel mockups, considering print scale, placement, sleeves and how the design sits around a shirt's button line.
- Connected brand positioning with product design, demonstrating illustration, fashion-oriented visual identity and attention to how artwork translates onto physical products.