

Aayush Kheterpal

SENIOR DESIGN & BRAND STRATEGY MANAGER

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WORK EXPERIENCE

Associate Manager - Graphic Designer / PepsiCo

SEP 2024 - PRESENT / Hyderabad, India

- Handled the in-house design transition for the WFM eLearning project, saving over **\$500K annually** while developing scalable workflows and training new designers.
- Developed and deployed new landing pages and a micro-site for the company's global portal using **HTML and CSS**, enhancing the experience for **150K+ daily employees**.
- Produced a first-of-its-kind motion graphics video on LLMs for senior leadership, generating significant executive buzz and expanding team capabilities.
- Drove **\$100K+ in annual cost savings** by insourcing projects while architecting strategic communication campaigns for key HR initiatives; served as the go-to lead for resolving high-stakes stakeholder escalations.

Visual and Motion Graphic Designer / Reliance Jio

APR 2021 - AUG 2024 / Gurgaon, India

- Owned the visual and motion design strategy** for key products including JioSphere, JioStore, and JioTV, creating UI/UX animations that **defined the product's visual identity** for millions of users.
- Led the concept, content strategy, and animation for the high-profile relaunch video transitioning "JioPages" to "JioSphere," directly incorporating feedback from VPs to shape the final narrative.
- As the founding team designer, **developed a Python script** to automate image resizing, **saving 30+ minutes per asset** and establishing all team workflows.

Motion Graphic Designer / Tonic Worldwide

MAY 2019 - APR 2021 / Gurgaon, India

- Co-led creative strategy for a **viral campaign** with actor **Ayushman Khurana**, achieving **18M+** organic views with **\$0 post-launch** promotional spend.
- As the sole designer for 3 national USAID public health campaigns, created a full suite of assets including multi-lingual videos, interactive infographics, and social media content for diverse audiences from rural parents to urban teens.

Graphic Designer / LimeTray

MAR 2016 - MAY 2019 / Gurgaon, India

- Drove client growth by designing** end-to-end solutions for the **food & beverage (F&B) industry**, from **product packaging** (boxes, labels, bags) and **restaurant branding** to **digital menus and websites**, directly contributing to **\$350K+** in total annualized client revenue.

SKILLS

Product & Strategy

Product Lifecycle Management, P&L Ownership & Management, Stakeholder Management, Project Workflow Architecture, Growth Strategy & User Acquisition, Community Management & Feedback

Technical Proficiencies

Python, HTML5 & CSS3, Generative AI Tools, CMS (WordPress, Webflow), 360° Video Production, Vyond, Powtoon, Attensi, Altoura

Design & UX

Figma, Adobe Creative Suite, UI/UX Prototyping, Motion Graphics, Strategic Communications, Copywriting

EDUCATION

BCA - Computer Science

MSMT, 2025 - DELHI

Diploma - Visual Effects

MAAC, 2016 - DELHI

CERTIFICATIONS

Lean Six Sigma Workshops

SPONSORED BY PEPSICO, 2025

INNOVATION LABORATORY II

THEHUG, 2024

Hello Design Thinking

IDEO U, 2018

Associate in Visual Communication

ADOBE, 2014