JANVI ARORA

Creative Designer | Visual & Brand Design | Product & Service Design | Agile Delivery

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Patiala, Punjab

PROFESSIONAL SUMMARY

Creative designer and project coordinator with 5+ years of experience across brand identity, digital design, product design and campaign delivery. Combines strong visual craft with Agile delivery, AI-powered production workflows, and hands-on stakeholder coordination. MA in Graphic Design & Art Direction from Manchester Metropolitan University, UK. Experienced working across UK agencies and independent client projects in India.

CORE SKILLS

Design	Brand Identity • Visual Systems • UX/UI • Product Design • Service Design
Delivery	Agile Delivery • Project Coordination • Sprint Planning • Stakeholder Management • Creative Briefing
Design Tools	Adobe Photoshop • Illustrator • After Effects • Premiere Pro • Canva • Figma
AI & Prototyping	ComfyUI • Magnific • Lovable • Google Flow (Veo) • Eleven Labs

SELECTED PROJECTS

Mira — AI Wardrobe Companion

Product & Service Design

- Designed an end-to-end wardrobe concept connecting purchase decisions, outfit planning, and garment lifecycle management — addressing the gap between fashion discovery tools and post-purchase wardrobe intelligence.
- Developed **Mira Score**: a personalised AI assessment evaluating a potential purchase against an existing wardrobe, style profile, body preferences, and cost-per-wear — returning a simple BUY · WAIT · SKIP decision.
- Mapped the full service journey across three lifecycle moments — Before, During, and After purchase — integrating repair, resale, donation, and recycling as native product features, not sustainability add-ons.

Bloom — PCOS Support App

UX & Service Design

- Designed a user-centred mobile app concept making PCOS-related health routines, symptom tracking, and information easier to understand and manage.
- Developed user journeys and service touchpoints, translating behavioural research and clinical information into a clear, accessible product experience.

PROFESSIONAL EXPERIENCE (PART 1)

Senior Visual Designer & Project Coordinator • iRebel UK

May 2024 – Jun 2025 | Manchester

- Managed end-to-end branding, marketing, and digital design projects for fashion and e-commerce clients, maintaining 100% on-time delivery across all accounts.
- Acted as primary client contact — structured briefing, feedback, and approval workflows that reduced client feedback cycles by 30%.
- Translated client briefs into clear scopes, timelines, and milestones while coordinating creative production across cross-functional teams.

PROFESSIONAL EXPERIENCE (CONTINUED)

Founder & Creative Director • **Independent Design Studio** — Jul 2020 – Present | Patiala

- Delivered brand identities, digital campaigns, and web projects for clients across branding, packaging, architecture, and creative services — including DIVY Design Studio, D'Art Studio, Windoor Fenestration, and Let'sRoute.
- Managed multiple concurrent projects from brief through delivery: client communication, timelines, quality control, and final sign-off.
- Integrated generative AI tools (ComfyUI, Magnific, Lovable) into visual and content production workflows, reducing iteration time and increasing output quality.

Creative Marketer • **Grazitti Interactive** — Mar 2022 – Sep 2022 | Chandigarh

- Produced digital reports, campaign assets, and B2B marketing collateral for enterprise SaaS and technology clients across design, product, and marketing teams.
- Built reusable templates and design systems that reduced delivery time by approximately 20% and improved brand consistency across channels.

Graphic Designer • **Fizz Retail Pvt Ltd (Amazon Creative)** — Sep 2021 – Jan 2022 | Chandigarh

- Designed Amazon storefronts, packaging, and performance marketing assets — contributing to a 30% uplift in engagement through conversion-focused visuals.

Graphic Designer & Event Coordinator • **Planbox Weddings & Events** — Aug 2020 – Aug 2021 | Mohali

- Delivered branding, signage, and campaign collateral for corporate clients including HDFC and Maruti at events with 1,000+ attendees.
- Coordinated vendor and internal production timelines for large-scale event deliverables.

CERTIFICATIONS

Agile Scrum Master
2026

Change Management Practitioner
APMG International • 2026

AgilePM Foundation & Practitioner
APMG International • 2025

Certificate in Graphic & Print Design
MAAC, Chandigarh • 2021

EDUCATION

MA Graphic Design & Art Direction — Sep 2022 – Sep 2023
Manchester Metropolitan University, UK

Bachelor of Fine Arts (BFA) — Jul 2016 – Dec 2020
Amity University, Noida

LANGUAGES

English (Fluent) • **Hindi** (Native) • **Punjabi** (Conversational)