



GARGI DEOGHARE


MARKETING | VISUAL DESIGN |
UI/UX | BRAND & STRATEGY

CONTACT ME

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 Vancouver, BC

KEY STRENGTHS

Digital Marketing
Packaging Design
Visual Communication
UI/UX Design
Graphic Design
Design Thinking
Brand Identity Systems
Digital A/B testing
User Centered Design
User research
Google Analytics
Responsive Web Design
Social Media (Facebook,
Instagram, Email)
SEO Strategy

SKILLS

Adobe Photoshop
Adobe Illustrator
Figma, Sketch
Adobe InDesign
Adobe PremierPro
Adobe Creative Suite
Microsoft Power Point
Midjourney, AI Apps
HTML/CSS

EDUCATION

2022 - 2023
Master in Business Administration (MBA)
University Canada West, Canada

2018 - 2019
Master in Strategy & Innovation (M.Des.)
Istituto Europeo di Design, Italy

2013 - 2017
Bachelor in Industrial Design (B.Des.)
ISD Rubika, France

PROFILE

Multi-disciplinary designer with a diverse background in leading **Fortune 500 companies** such as PepsiCo, Philips, and Lay's, with extensive experience across North America, Europe, and Asia Pacific region. I have expertise in a wide range of design disciplines, including visual communication, digital marketing, brand strategy systems, UI/UX, graphic design, service design, branding, packaging, and web design.

WORK EXPERIENCE

Lomi, Canada

Senior Brand & Strategy Designer | 2023 - 2024

- Evaluated, designed **11+ diverse projects** with **zero-waste packaging** strategies, boosting sustainability & brand consistency.
- Led impactful **BCorp campaign** initiatives and developed comprehensive brand identity and packaging architecture across all digital and POS platforms, securing successful marketing partnerships with Costco and Williams-Sonoma in the US and Canada, reaching **200,000+** satisfied customers.
- Directed creative management initiatives, streamlining the design process to **reduce time by 3x**, boosting design team efficiency.

PepsiCo, APAC

Marketing & Brand Strategy Designer | 2019 - 2021

- Founding designer of the in-house design team - Asia Pacific HQ.
- Directed and supervised **40+ projects** across various brand portfolios under PepsiCo, resulting in elevated customer experiences and substantial brand visibility.
- Achieved an impressive **\$25 million** market share for Doritos, conceptualizing UX branding strategies and campaign initiatives.
- Shaped comprehensive visual identity systems and digital solutions that reimaged the brand strategy of Mountain Dew & Quaker Oats, fueling a notable **45% surge in sales growth**.
- Executed 'Lay's Heartwork' digital campaign, supporting COVID essential workers, generating **50 million impressions**.
- Crafted the brand identity and packaging strategy for Cheetos in the Middle East market, yielding an exceptional engagement rate of **780,000 active interactions**.

BTS Design Innovation, Italy

Senior Strategic Designer | 2018

- Collaborated with cross-functional teams for **9+ projects**, including Vespa, and Vittoria Arduino, to revamp their products with UX research and marketing strategies.
- Led the team in designing a successful product - Halo, and achieving **new business acquisitions** by securing Philips Innovation as a client for the company.

Prime Studio, USA

Junior Designer | 2017

- Strategized the branding and design for **15+** companies like Harry's, Tumi and IKEA, that included packaging, product design and marketing in order to create holistic solutions.
- Formulated successful branding, packaging, and marketing strategy for a health startup - Care/of, which raised **\$12 million** in Series A funding.

AWARDS

- 📌 **Huawei x Wired Italy**
Best Design Award
- 📌 **Hisense Europe**
Gold Winner - Most Innovative & Futuristic Design
- 📌 **IIT IDC, Cumulus**
Best Sustainability Concept
- 📌 **Design Talent UK**
Best Circular Economy Concept
- 📌 **Society Interiors**
National Best Design Award

VOLUNTEER WORK

Art of Living Foundation / Worldwide
Organizing & assisting with workshops promoting mental & emotional wellbeing, cultivating a sense of community, and promoting personal growth and self-development.

Art Vancouver / Vancouver
Provided assistance with managing social media communication, installing exhibitions, and planning and executing events.

The Gallery George / Vancouver
Assisted with the planning and execution of the exhibition, including promotion through the creation and distribution of marketing materials and management of social media.

OTHER LINKS



[linkedin.com/in/gargideoghare](https://www.linkedin.com/in/gargideoghare)



www.behance.net/GargiDeoghare



www.thedesigncollect.com



adplist.org/mentors/gargi-deoghare

Philips Innovation, India

Product Designer | 2017

- Conducted user research, analysis, and ideation to conceptualize and wireframe an internal system - Philips Medical app, resulting in a **25% increase** in engagement and seamless transitions between various micro platforms.
- Implemented a strategic plan for the renowned 'Viva home appliance series' through life cycle management to tap into new market segments, resulting in a **38% sales increase**.
- Facilitated a comprehensive workshop on 'The Implementation of Circular Economy', empowering a team of **45 designers** with advanced design knowledge and upskilling their abilities.

Beyond Design, USA

Design Intern | 2016

- Engaged with American healthcare company - Medline, by conducting focus group interviews, ethnographic studies, and on-site research to support the launch of their Oral Kit series, surpassing **120% profit projections**.
- Collaborated with cross-functional teams for product design and research-based projects, including Harley Davidson, Zebra and Remington razors.
- Internship experience video: bit.ly/4c3ePdI

OTHER CLIENTS

PHILIPS

Developed baby care product and app for millennial parents.



Designed 'Aura' speaker for connected homes.

Hisense

Designed an entertainment ecosystem for the new gen.

DECATHLON

Conceptualised sports good for newbies and professionals.

FEATURED INTERVIEWS & TALKS

Strate School of Design / Masterclass

Presentation on portfolio, internship & job market.

Women in Design / Featured Designer

Blog link: bit.ly/3NqycEj

Design Diffusion / Design Week Speaker

Video link: bit.ly/3Vg7Jew

ADPLIST / Top 1% Design Mentor

Blog link: bit.ly/3VorJSM

Prime Studio / Featured Designer

Blog link: bit.ly/3X74EAK