GARGI DEOGHARE

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

CONTACT ME

✉ gargipdeoghare@gmail.com

🌐 www.gargideoghare.com

📞 +1 (604) 724-9104

📍 Vancouver, BC

KEY STRENGTHS

Visual Communication
Digital Marketing
Branding
UI/UX Design
Packaging Design
Graphic Design
Web Design
Project Management
Market Research
Product Design
Social Media(Facebook,
Instagram, Email)
SEO Strategy

SKILLS

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

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, India

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, I have expertise in a wide range of design disciplines, including visual communication, digital marketing, UI/UX, graphic design, service design, branding, packaging, and web design.

WORK EXPERIENCE

PepsiCo, APAC
Brand & Strategy Designer | 2019 - 2021

- Founding designer of the in-house design team - Asia Pacific HQ.
- Led and managed **40+ projects** for food and beverage brand portfolios within PepsiCo, driving exceptional customer experiences and increasing brand awareness.
- Achieved an impressive **$25 million** market share acquisition in the salty snack segment for Doritos by creating branding and swag.
- Designed visual identity systems and packaging to elevate the brand identity of Mountain Dew and **increase sales by 45%.**
- Developed and executed creative advertising content and digital marketing campaigns for Lay's, Doritos, Pepsi Black, and Quaker Oats, including print ads, social media content, point of sales, swag and packaging.
- Executed 'Lay's Heartwork' digital campaign, supporting COVID essential workers, generating **50 million impressions.**
- Launched and strategically positioned Lay's Gourmet in Asia Pacific and South Africa as premium snacks, leading to a successful debut and heightened brand recognition.
- Launched Cheetos brand identity and packaging leading to **780,000 active engagements** in the Middle East market.

BTS Design Innovation, Italy
Senior Visual Designer | 2018

- Collaborated with cross-functional teams for **9+ projects**, including Vespa, and Vittoria Arduino, to revamp their products with refreshed branding and marketing strategies.
- Demonstrated expertise in conducting research and developing innovative, technologically advanced products through CMF (color material finish) study.
- Led the team in designing a successful product - Halo, and achieving **new business acquisitions** by securing Philips Innovation as a client for the company.

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.
- Internship experience video: y2u.be/BSQ68HVBPCo

AWARDS

▸ **Huawei x Wired**
Best Design Award

▸ **Hisense Europe**
Gold Winner - Most Innovative &
Futuristic Design

▸ **IIT IDC, Cumulus**
Best Sustainabilty 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

in   linkedin.com/in/gargideoghare

Bē   www.behance.net/GargiDeoghare

TDC   www.thedexigncollect.com

Prime Studio, USA
Junior Designer | 2017

- Strategized the branding and design for **15+ start-up** companies like Harry's and Bissuu 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.
- Generated engaging weekly blog content on travel and design, resulting in a notable **21% increase in website traffic** within 3 weeks.
- Internship experience video: y2u.be/cdjYSPNF1JU

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: y2u.be/1gm8cAQFFTw

OTHER CLIENTS

PHILIPS
Developed baby care product and app for millennial parents.

harman/kardon by HARMAN
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 building and internship experience.

Women in Design / Featured Designer
Blog link: bit.ly/3NqycEj

Design Diffusion / Design Week Speaker
Video link: bit.ly/3Vg7Jew

IndieFolio / Guest Blogger
Blog link: bit.ly/3LEgdsI