



# Akansha Kapoor

Illustrator | Designer | Visualizer



+91 790 3876 158



Bangalore



akanshakapoor.246@gmail.com

Creative and seasoned Illustrator, Designer and visualizer with 8 years of expertise, merging artistic flair with design precision. Passionate about bringing ideas to life visually. Outside the design realm, I thrive on fitness, living the perfect blend of creativity and an active lifestyle.

[Portfolio](#) | [LinkedIn](#)

## EDUCATION

2014-2018

**National Institute Of Fashion Technology**  
B.Des In Fashion & Lifestyle Accessory Design

2013

**Delhi Public School, Ranchi**  
High School

## SOFTWARE SKILLS



## SKILLS



## EXPERIENCE

Dec'22 - present

### Swiggy India (Instamart | InsanelyGood | Handpicked)

**Senior Design Manager (Asst. Manager → Senior Manager)**

- Lead design initiatives, manage creative teams, and drive innovative solutions. Proven track record in achieving design excellence and business goals.
- Directed 180+ campaigns and overseen teams scaling up to 32 members, including designers, copywriters, and cross-functional partners.
- Strengthened team culture and processes—reduced attrition to just 2 members per year and consistently improved internal work-environment and learning-culture scores.
- Spearheaded high-visibility launches and innovation programs, ensuring cohesive design across in-app and off-app ecosystems. Proven track record for delivering user-centric, brand-defining design with operational efficiency and creative leadership.

Jan'22 - Dec'22

### The Good Glam Group

**Senior Brand Designer**

- As the Design Brand Manager at Good Glam Group, set brand tone and design language. Senior Brand Designer for 8 brands, shaping visual identities with creativity and expertise.
- Senior Designer at PopXO & Good Glamm. Crafted impactful campaigns, streamlined workflows, and incorporated trends for enhanced brand visibility. Proficient in Adobe Suite, adept problem-solver. Worked on many IPs such as good creator co. The good glam academy, pop xo etc

April'20 - Jan'22

### Terribly Tiny Tales

**Senior graphic designer**

- Specialised Graphic Designer and Illustrator at Terribly Tiny Tales for two years, contributing to diverse projects from movie packaging to brand identities. Adept in conceptualizing, designing, and refining illustrations. Collaborated with cross-functional teams, including copywriters, CEOs, app developers, designers, animators, and editors. Successfully developed intellectual properties like Academy, Streedom, Butterflies, etc.

July'19 - march'20

### NapNap

**Design Head**

- Lead e-commerce site management, product additions, and banner uploads. Expert in print design, logo creation, and brand rebranding. Skilled in hardware/software maintenance.

July'18 - July'19

### Imagimake

**Designer and a visualizer**

- As Graphic Designer and Visualizer at Imagimake, I crafted original graphics, collaborated on exhibitions, and ensured cohesive visual branding. Stayed updated on design technologies and trends.

Nov'17- April'18

### Postbox

**Collection designer and visualiser**

- Lifestyle designer adept at design processes, mood and color boards. As F&La intern, excelled in trend analysis, material exploration, and collection development. Successfully collaborated with vendors, photographer for production to marketing strategy.

March'17-june'17

### Bewakoof

**Designer and a visualizer**

- Concept planning, illustration, and collaboration for diverse graphic design projects. Expert in trend analysis, print development, and layout enhancement.



# Akansha Kapoor

Illustrator | Designer | Visualizer



+91 790 3876 158



Bangalore



akanshakapoor.246@gmail.com

## PROJECTS

TTT x Maruti-march'24

### Journeys by maruti

Lead Creative | [watch here](#)

- Crafted "Journeys" visual identity: vibrant designs for 1 talk show, 4 movies.

TTT x Butterflies feb'20-Feb'24

### Butterflies season 1-5

Lead Creative | [watch here](#)

- Crafted Butterflies visual identity Season 1-5
- Generated Ai generated user interface for season 5

Ignite advisors may'24

### Ignite advisors

Lead Creative | [view here](#)

- Crafted Ignites" visual identity: Presentations, Company profiles and website

DEZERVE jan-mar'23

### DEZERVE

Creative consultant and designer

- Developed linkedIN and social content along with business decks and presentation, along with print materials

Amazon mini TV

### Jab we matched | amazon minity

Lead Creative | [watch here](#)

- Crafted "Jab we matched" visual identity, from logo to packaging to movie poster and in episode assets such as titles etc, along with promotional content

CEAT

### Long drive

Asst. Creative | [watch here](#)

- Worked with bunch of talented designers and writer on friendships day movie powered by CEAT

Jan 21- jan 24

### TTT academy

Lead Creative | [watch here](#)

- Developed the academy web page, social and perf inventory along with brand language

Academy jan 23- jan 24

### TTT academy | Sub brands

Lead Creative | [watch here](#)

- Developed the academy web page, social and perf inventory along with brand language, for different sectors

Black tee - Mar'24

### Black tee

Lead Creative

- Helping develop small home grown brands, with vendor connects to final designs

Koki Creatives apr'24

### Koki creatives

Lead Creative and consultant

- Helping develop small home grown brands, with vendor connects to final designs

Urband angana mar'24

### Urban angana | jewellery store

Lead Creative and consultant

- Helping develop small home grown brands, with vendor connects to final designs

TTT (on request)

### Brand decks and presentations

Lead Creative | [watch here](#)

- Building quick templates and brand pitch deck for all campaigns

Darakth- jan'22 - jan'23

### Darakth

Brand lead creatives

- Crafted "darakth" visual identity, content, exhibitions and social creatives from scratch

TUSK -2023

### Tusk

Social and content creation | [watch here](#)

- Build the social calendar for TUSK from may'23 - jun'23

Music covers:- lakshya

### Music covers

Lead Creative | [watch here](#)

- Translated the music lyrics into beautiful covers for Lakshya during our short collaboration.

Personal Branding

### Manuraj creatives

Lead Creative | [watch here](#)

- Translated the artists vision into beautiful logo unit and YT covers

Cafe dezsigns (on request)

### Cafe designs

Lead Creative

- Developed the logo, interior menu and other collaterals for many cafe across India and Dubai