



NANCY VERMA

CONTACT

Phone - +91 9779535397

Email - nancyverma396@gmail.com

Location - Gurugram (Haryana)

Website:

www.nancyverma.me

Portfolio:

<https://www.behance.net/nancyverma5>

Linkedin:

<https://www.linkedin.com/in/nancy-verma/>

SKILLS

- Adobe photoshop
- Figma
- Adobe Illustrator
- CorelDRAW
- Time Management
- Canva
- Leadership & Teamwork
- Motion Graphics

EDUCATION

XII- Arts

SS. Model School, Punjabi University
2009-2010

Bachelor of Arts

Punjabi University
2011-2013

INTERESTS

- Cooking
- Dress Designing
- Painting
- Music

ABOUT ME

I am a designer at heart. With 7+ years of professional experience in graphic design, I specialize in product branding, social media & advertising assets, and graphics for websites & marketplaces. A creative collaborator and eager learner, I thrive on new challenges.

WORK EXPERIENCE

- LEAD GRAPHIC DESIGNER 9/2023 - PRESENT
Nestasia/ Gurgaon
 - Ideating and designing the graphic assets for paid social, website, email campaigns, motion graphics, marketplaces, and other sales & distribution channels
 - New graphic assets have resulted in more than **40% growth in ROI** of campaigns
 - Working on implementing new ideas for seasonal, occasional, and event campaigns
 - Consolidated the guidelines and design process for the brand
- ART DIRECTOR 03/2023 - 09/2023
Innovist/ Gurgaon
 - Planned and executed product launches- **Bare anatomy**, Curly hair range, hair wax; **Chemist at Play** Body lotion, facewash, face cream and roll-on ranges; **SunScoop** sunscreen ranges
 - Cross-team and external stakeholder collaboration
 - Designed advertising assets for **Nudge** gummies range
 - Designed marketplace, advertising, motion graphics, and website assets for existing products of all 4 brands
- SENIOR GRAPHIC DESIGNER 03/2022 - 03/2023
Innovist/ Gurgaon
 - Worked on **4 brands'** (Bare anatomy, Chemist at Play, SunScoop and Nudge) social media creatives
 - Created landing pages, website & marketplace banners, newsletters, catalogs, Ad video frames, motion graphics, gifs, and branding flyers
- SENIOR GRAPHIC DESIGNER 10/2021- 02/2022
Code Brew Labs/ Chandigarh
 - Designed website landing pages and worked on social media & Ad creatives
 - Client projects- worked on social media & Ad creatives, case studies, pitch decks and infographics (15+ clients, highlight clients: **Bonn, Apni cabs, Healing Hospital**)
- SENIOR GRAPHIC DESIGNER 03/2020-10/2021
Kabera Global Technologies/ Mohali, Punjab
 - Designed products' packaging and created mockups
 - Worked on **6 brands'** social media creatives
 - Designed product and website landing pages, Ad videos & banners and catalogs
 - Worked on company app's wire frames & designed the screens
 - Led a team of 4 people
- GRAPHIC DESIGNER 01/2019-02/2020
Wings For My Dreams/ Mohali, Punjab
 - Worked on **Punjab Government project** & social media creatives
 - Designed catalogs, brochures, flyers, standies, and flex
- GRAPHIC DESIGNER 04/2017-01/2019
Wellness Solution/ Patiala, Punjab
 - Designed product packaging
 - Worked on social media creatives
 - Designed catalogs, brochures, flyers, standies, and flex