



Vishaal Sowmiyan

MARKETING DESIGNER

Profile

Designer based in Germany, dedicated to crafting vibrant brand strategies and facilitate seamless interaction through design. Over 3 years of expertise in graphic design, user interface, and marketing design, creating successful communication of brand identities. Passionate about striking a balance between stakeholders, clients and users when it comes to deliverables, leveraging a strong command of the design language.

Employment History

Multidisciplinary Design (Freelance), MELD, Chennai

JUNE 2020 – PRESENT

- Led brand identity projects for SaaS, e-Commerce, and diverse startups, resulting in a 30% increase in brand visibility.
- Created impactful pitches, presentations, and graphic elements, contributing to growth in client engagement through digital presence.
- Conducted user interviews, executed usability testing, and implemented A/B Testing.
- Specialized in delivering cutting edge deliverables and the integration of brand guidelines adhering to the design language.

Installation Design, Earthen Symphony, Bangalore

JULY 2019 – DECEMBER 2020

- Delivered 50+ installation projects for Infosys, Biocon, and more, achieving a 15% increase in client satisfaction.
- Coordinated vendors for seamless installation assembly, reducing project completion time by 20%.
- Devised social media strategy and crafted engaging content, resulting in a 40% increase in online followers.

Associate Designer (Bags), Strabo Bags, Coimbatore

JUNE 2018 – JANUARY 2019

- Led design, developed graphics, branding, and Color, Material, Finish for backpacks, contributing to a 30% growth in product sales.
- Conducted extensive market research, collaborating with stakeholders, leading to a 25% improvement in product-market fit.
- Managed vendor meetings for fabrics and production, reducing production costs by 6%.
- Contributed to ISO-rated campaign, generating €100M revenue, with the successful production and distribution of three trekking backpacks.

Education

M.A Integrated Design, Hochschule Anhalt, Dessau

2021 – 2023

B.Des Lifestyle Accessory Design, National Institute of Fashion Technology, Chennai

2014 – 2018

Details

Germany

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Links

[Portfolio](#)

Skills

Brand Strategy

Art Direction

Brand Identity

Illustration

Sales Enablement

Digital Content

Fast Learner

Mockup

Strategic Decision-Making

Collaboration

Research

Artificial Intelligence

Infographics

Mobile Apps

User Research

Interaction Design

Visual Design

Communication Skills

Communication Design

User Experience

Marketing

Stakeholder Mapping

Usability Testing

Prototyping

AI Integration

User Interface

Figma

Adobe Creative Suite

Languages

German

English