



I am Geetika Arya, a Senior Art Director with over 13 years of expertise in designing & illustrating in the Middle East & India - predominantly in the F&B, financial, hospitality & real estate sector.

A graduate in Bachelor of Fine Arts from College of Art, Delhi University, India. I love Typography, Information Design & Branding. Peter Grundy, Herb Lubalin & Jessica Walsh are few of my inspirational designers.

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Experience

Independent Design Professional, DXB

Freelancer

June 2017 - Present

Worked for clients such as Informa Exhibitions, Middle East Electricity, Bride Show, Royal Continental, Damas, The Happiness Project, YMC.

Jalapeño Marketing LLC, DXB

Senior Art Director

Nov 2015 - May 2017

Worked on various in-house clients of ARJ group. Clients include La Verda Hotel, Learning Wings, Alfaduct Technologies, Tulipa Landscaping.

Independent Design Professional, DXB

Freelancer

July 2014 - October 2015

Worked with JWT, Mirium, Motivate Publishing, SocialEyez, Tonnit Design, Idea Tree. Clients include UAE Ministry of Economy, Commercial Bank International, United Arab Bank.

TCCGD, New Delhi, IND

Creative Consultant

November 2013 - April 2014

Designed for luxury Indian real estate brands. Worked with high profile designers like Sussanne Khan and Ayesha Thapar.

The Brand Union, Bangalore | Ray & Keshavan, Bangalore, IND

Senior Designer

July 2011 - September 2013

Worked closely with teams of designers + strategists to develop branding and rebranding concepts for local, national and international clients. My forte and special interest is in packaging and worked with clients like Danone, Pepsi Co., Mother Dairy, Maiyas (MTR). Other clients include Larsen and Toubro, Nalanda University.

Infonauts Design, New Delhi, IND

Senior Designer

March 2010 - June 2011

Infonauts Design is an Information Design and Graphic Design studio. Worked with clients like GTZ, Income Tax Department, Crafts Museum, WHO, LoGIn.

N&A Design Cell, NCR & New Delhi, IND

Partner & Art Director

August 2007 - January 2010

Developed concepts for print design, packaging and web for both local and national, corporate and non-profit clients. Established positive relationships with clients, vendors, printers and other contacts. Select clients include Ginger Hotels, McCain Foods, Rajasthan Tourism, GBO, iDiscoveri Centre of Learning, Dada Motors.

Itu Chaudhuri Design, New Delhi, IND

Mid-level & Junior Designer

March 2005 - August 2007

Conceptual designs for corporate annual reports and helped in positioning a national food brand. Clients include Ballarpur Industries Limited (BILT), Crompton Greaves, Dr. Reddy's Laboratories, Haldiram.

Rediffusion DYR, New Delhi, IND

Junior Designer

July 2003 - January 2004

Worked as a visualiser for clients like Godfrey Philips India (GPI), UP Tourism, DS Group, PVR.

Leo Burnett, New Delhi, IND

Intern

March 2003 - June 2003

Clients include Coca-Cola, Godfrey Philips India (GPI), UP Tourism.

Education

College of Art

New Delhi, IND

Graduated in 2003

Bachelor of Fine Arts in Graphic Design.

Proficiency

Applications: Adobe Photoshop, Illustrator, InDesign.

Basic knowledge of Flash, Dreamweaver.

Languages: English, Hindi.