

# Aastha Chauhan

Graphics & Motion Design

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<https://www.linkedin.com/in/aastha-chauhan-work/> London, UK

## EXPERIENCE

### Brand & Communication Designer - Eyewear

#### Lenskart

2021 - 2023 Mumbai, India

- Designed creative campaigns across web, mobile app, TV and in-store branding
- Crafted and prototyped digital assets using Figma
- Collaborated with marketing, UX and development teams
- Took initiative in team coordination and project timelines
- Key Tools: Figma, Illustrator, Photoshop
- Achievements: Developed visual systems for new eyewear collections and contributed to campaigns reaching national audiences

### Graphic Design Intern - Social Media

#### YAAP Digital

2019 (4 mos) Mumbai, India

- Designed daily social media content within set brand guidelines
- Created subversive illustration-based content
- Key Tools: Illustrator, Procreate, After Effects
- Achievements: Contributed to the award-winning campaign - Foxglove Awards (Best Social Media Design, Best Use of Instagram)

## SUMMARY

Multidisciplinary designer with 2 years of experience in brand systems, digital campaign design and visual storytelling. Adept at managing and executing creative projects from concept to delivery, collaborating across teams and delivering high-quality visual assets in fast-paced, digital-first environments. Holds the right to work in the UK under the Graduate Visa route until 2027.

## EDUCATION

### MA Graphic Media Design

London College of Communication,  
University of the Arts London

2023 - 2024 London, UK

### B.Des. Visual Communication & Strategic Branding

Srishti Institute of Art, Design & Technology

2017 - 2021 Bangalore, India

### Semester Exchange Programme - Design

#### ECV Nantes

2019 Nantes, France

## LANGUAGES

English  
Hindi

## INTERESTS

Graphic Media Design  
Graphic Research  
Motion Graphics  
Illustration  
Branding & Identity  
Editorial Design

## ACADEMIC PROJECTS

### Publication Design - ALWFAV Vol. 8

2024 UAL, London

- Co-designed an editorial system for "A Line Which Forms A Volume", Vol. 8, an annual critical design reader
- Worked on layout, typography and design system within the design team

### Grad Show Co-Curator

2024 UAL, London

- Led the exhibition layout and installation for MA. Grad Show.
- Managed equipment coordination and designed the social media content

### Event Organiser - Book Launch: ALWFAV Vol. 8

2024 UAL, London

- Planned space layout and coordinated guest management
- Designed and scheduled promotional content to increase visibility and attendance

## SKILLS

Figma	Indesign
After Effects	Premiere Pro
Illustrator	Photoshop
Audition	Procreate