

# LALIT BHARDWAJ

DESIGN LEAD | VISUALISER | CREATIVE STRATEGIST | BRAND DESIGNER

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Portfolio

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## PROFILE

I am a Lead Designer specializing in directing and managing creative projects that align with organizational objectives and enhance brand identity. With expertise in design leadership, strategic thinking, branding, and design management, I deliver solutions that balance creativity and business impact.

Passionate about fostering collaboration and nurturing global talent, I excel in aligning creative strategies with organizational goals while staying ahead of design trends to drive innovation and success.

## CERTIFICATIONS

- Adobe Certified Associate in Visual Communication Using Adobe Photoshop
- Design Thinking: Customer Experience
- Enterprise Design Thinking Practitioner Issued by IBM
- Graphic Design Essentials by Canva
- Sustainable UX Design
- Design Thinking: Design for New Experiences

## DESIGNING TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premier Pro
- Adobe After Effects
- Adobe Audition
- Adobe XD
- Figma
- Canva

## EDUCATION

Advance Diploma in  
Multimedia & Animation  
TGC - SouthX

MBA  
Information Technology  
& Marketing Management  
Shubhanti University  
2022-2024

## PROFESSIONAL EXPERIENCE

### Lead Designer

April 2017 - Till Date

Square Yards, Gurgaon

- Lead and manage a high-performing team of designers and motion designers, ensuring the timely delivery of impactful, high-quality design projects.
- Oversee design initiatives across Square Yards' diverse verticals, including residential, commercial, and rental real estate, aligning efforts with organizational goals.
- Collaborate extensively with cross-functional teams—Tech Product, Admin, Legal Compliance, Sales, and CRM—to streamline processes and achieve cohesive outcomes.
- Leverage cutting-edge AI tools like MidJourney, ChatGPT, DALL-E, and Adobe Firefly to enhance creativity, streamline workflows, and deliver innovative design solutions that resonate with audiences.
- Serve as a strategic liaison between the design department and senior leadership, providing updates on project progress, recommendations to optimize performance and achieve positive leads.
- Conceptualized, planned, and executed marketing and branding initiatives across print, TVC, and OOH channels.
- Developed and executed end-to-end marketing strategies, including social media campaigns, email marketing, and Google & Meta Ads.

## ACHIEVEMENTS

- Spearheaded the **"Paint Yellow"** Campaign driving a 5X Traffic Increase on squareyards.com
- Contributed to a record-breaking day with 4,00,000+ unique visitors on the platform driven by **"Paint Yellow"** Campaign

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## ACHIEVEMENTS

- Spearheaded the “**Paint Yellow**” Campaign driving a 5X Traffic Increase on squareyards.com
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- Employee of the Year 2023 Team Marketing
- Superstars of the Month

## AWARDS

- Best Employee of the Year 2023 - Team Marketing
- Superstars of the Month December 2019

## SKILLS

- Visual Design Proficiency
- Brand Management
- Project Management
- Team Leadership and Collaboration
- Creative Direction
- Midjourney
- Dall-E
- Adobe Firefly
- Marketing Knowledge
- Adaptability and Continuous Learning

## PROFESSIONAL EXPERIENCE

Graphic Designer

Cashify (ReGlobe), Gurgaon

Mar 2016 - Mar 2017

- Created visually appealing graphics for various marketing materials, including flyers, banners, and digital ads.
- Worked closely with clients to understand their design requirements and delivered customized solutions that exceeded expectations.
- Stayed up-to-date with industry trends and software updates, ensuring the use of the latest design tools and techniques.
- Worked with the marketing team to develop and implement creative marketing strategies.

## AWARDS & ACCOLADES IN PHOTOGRAPHY FROM VIEWBUG

- Team’s Choice Award
  - Ecovision Award
  - Ignition Award
  - Aperture Award
  - Gem Award
  - Creative Winter Award
  - Jewel Award
  - Hidden Gem Award
  - Fall Award 2020
  - Elite Award
  - Celebrity Award
  - Hero Award
  - 2020 Choice Award
  - Staff Winter Selection 2015
  - 2020 Choice Award
- Judge Favorite
  - Summer 2020
  - Summer Views Award
  - Contender in the Visual Poetry Project
  - Flawless Summer Award
  - Picture Perfect Award
  - Spring 23 Award
  - Achievement in Originality
  - Top Pick Award
  - Staff Favorite
  - Halfway22 Award
  - Curator's Selection
  - Moderator Award