

Lalit Bhardwaj

ASSOCIATE VICE PRESIDENT - BRAND & CREATIVE STRATEGY

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Portfolio | LinkedIn

PROFILE

Creative and strategic design leader with 10+ years of experience driving brand transformation and high-impact marketing outcomes. Currently leading brand design at Square Yards, where marketing became the most profitable department (FY 2025–26) and won Department of the Year 2026. Expert in art direction, storytelling, and AI-enabled creative workflows, delivering scalable, user-centric solutions that drive engagement and business growth.

EXPERTISE

- Art Direction • Visual Design • Branding
- Infographics & Data Visualization
- Presentation Design • Creative Strategy
- Campaign Development • Team Leadership
- UX/UI & Design Systems • AI-Driven Content Creation

KEY ACHIEVEMENTS

- Marketing became #1 revenue-generating & most profitable department (FY 2025–26)
- Department of the Year 2026 – Square Yards
- Marketing Leader – Brand Design (2025)
- Best Marketing Person (2023)
- Delivered OOH Campaigns with 5× traffic growth & 400K+ users/day

TOOLS & TECHNOLOGIES

Design: Adobe Creative Suite, Figma
AI Design & Content: MidJourney, DALL·E, Adobe Firefly, Gemini, Claude, Seedream
AI Video & Motion: Kling, HeyGen, Higgsfield
AI Audio: ElevenLabs
Productivity: Word, Excel, ChatGPT, Gemini

WORK EXPERIENCE

SQUARE YARDS

APR 2017 - PRESENT

AVP - BRAND DESIGN

- Led creative direction across 6+ business verticals, delivering integrated campaigns across digital, OOH, and print
- Drove marketing transformation, contributing to highest profitability in FY 2025–26 and Department of the Year 2026
- Delivered high-impact campaigns including OOH initiatives with 4× traffic growth and large-scale digital engagement
- Designed and executed presentations, brochures, infographics, proposals, and social media campaigns aligned with brand standards
- Built narrative-driven marketing focused on trust, storytelling, and customer engagement, improving conversion quality
- Led and mentored design teams, improving delivery efficiency and creative quality
- Collaborated with cross-functional stakeholders to translate business goals into compelling visual solutions
- Integrated AI tools to accelerate creative production and enhance campaign performance

Key Business Impact:

- Achieved 42% revenue contribution (GCC) and 77% revenue share (Australia) through targeted campaigns
- Reduced CPL by up to 67% while scaling campaigns delivering up to 12× ROI

CASHIFY

MAR 2016 - MAR 2017

GRAPHIC DESIGNER

- Created digital and print marketing assets to drive engagement and conversions
- Delivered branding and campaign creatives aligned with business objectives

EDUCATION

2022 - 2024

MBA - Information Technology & Marketing Management

2012 - 2016

Bachelor of Fine Arts

2013

Advance Diploma in Multimedia & Animation

Certification

Adobe Certified Associate (Photoshop) • IBM Design Thinking Practitioner • Figma for UX Design
• Design Thinking: Customer Experience • Design Thinking: Design for New Experiences • Sustainable UX Design