



# AYUSH SINGH

BRAND DESIGNER  
BRAND MANAGER

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- 📍 Paris, France
- 💬 English (Fluent), French (A1)  
Hindi (Native), Gujarati (Fluent)

I'm a Brand Manager based in Paris, having experience in bringing products and stories vividly to life, making them easy to remember and hard to forget. With a proven track record of successfully developing digital products and brand strategies, I'm looking to deepen my 5+ years of design and branding experience with a purpose driven team.

## CAREER EXPERIENCE

### Brand Designer (CDI) - MUD Jeans 2020 - Present | 3 years

- Ensuring that there is a compelling and consistent brand image weaved throughout all brand touch points.
- Managed and developed 360° sustainable communication campaigns with relevant stakeholders, from initial ideation, to presenting concepts, briefing, and monitoring the omni-channel roll-out.
- Worked with teams to build meaningful, honest and impactful communications and brand image in all forms of media, including video, editorial, print, executed across B2C and also B2B platforms.
- Quarterly marketing & brand planning along with execution for social media, newsletters, POS and campaigns.
- Cross-functional stakeholder management including brands, employees, agencies, agents and partners.

### Communications Strategist - L'Adresse Paris Agency 2019 | 6 months

- Developed brand identity along with visual direction of digital communications, website and social media.
- Developed strategy & content to increase engagement with niche designers and luxury brands across trade shows and social media.

### Assistant Designer - JadeBlue Lifestyle 2016 - 2018 | 2 years

- Design lead for products, packaging and branding of denims and knitwear product lines for two in-house brands.
- Extensive work on developing media, POS assets and photoshoot ideas along with marketing and sales teams.
- Acquired project management and communication skills in the fast paced work environment while managing multiple product lines and projects.
- Managing of brand social media channels and monitoring the CRM along with media team.

## EDUCATION

### Career Certificate - Google Career Certificate

UX Design Professional Certificate

2023 - 33 Weeks

### Master's Education - IFA Paris

Masters in Business Administration (MBA)

(Award for Academic Excellence)

2018 - 2020

### Bachelor's Education - NIFT Gandhinagar

Bachelor of Design (B.Des)

2012 - 2016

## KEY SKILLS

Creative & Strategic Thinking, Sustainable Brand Development, UX Design, Market Analysis & Benchmarking, Collaboration, Corporate Identity Design, Effective Communication, Cultural Competency

## TOOLS & TECH

Adobe Creative Suite | Illustrator, Photoshop, Premier Pro, InDesign, Adobe XD

Shogun, Wordpress, Shopify, Wix, Slack, Asana, Trello, Keynote, Microsoft Office, Miro, Figma, Microsoft Teams

Authorized to live & work in France.

Get in touch on LinkedIn. 