

nikki ajmera

visual designer

Experienced multi-disciplinary designer with a passion for branding and design strategy. 9+ years of helping businesses globally in different industries grow and innovate their brands as an in-house specialist as well as in agency environments leading initiatives from concept to completion.

nikkijajmera.com

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education

Academy of Art University (AAU)

2017
MA Graphic Design
and Digital Media

Pearl Academy

2014
BFA Communication
Design

skills

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Lightroom, Experience Design, Dimensions, After Effects)
- Sketch
- Squarespace and Wix
- Invision

awards

Lantern Award 2020

BrandExtract

On the Spot Awards

2017 - 2019
Williams Sonoma

volunteering

AIGA San Francisco
2016 - 2019

work experience

BrandExtract | senior designer | 2020 - present

- Art direct and design for client engagements ranging from branding, ad campaigns, and other collaterals in industries such as technology, healthcare, and oil & gas
- Lead conceptual and visual development to create unique innovative solutions for clients, while mentoring and guiding designers at all levels on best practices
- Lead creative partners like copywriters, photographers, and illustrators to deliver compelling on-brand visuals
- Design visuals and artworks to support marketing efforts for social media channels, blogs, and articles

Williams Sonoma | designer | 2017 - 2019

- Led visual development which translated to various digital and print formats such as social media, digital marketing, emailers, catalogs, and in-store signages
- Developed and refined design systems and style guidelines for direct-to-customer (DTC) channels - supporting >30% of company revenue
- Spearheaded art direction from concept to production for seasonal photography showcased on DTC channels used for domestic and global growth initiatives
- Trained new design and production team members by establishing and streamlining on-boarding processes
- Collaborated with the Brand Creative Leadership and cross-functional partners to fulfill internal design needs such as executive keynotes for CEO-staff and Vice Presidents of various departments
- Designed unique marketing collaterals for global initiatives in United Kingdom, Korea, and Australia

Hapup | senior design lead | 2018 - 2020

- Designed an identity system for the millet-based healthy foods start-up with audience ranging from infants to adults
- Developed and evolved the brand language to stay unique in a competitive marketplace enabling the company to scale from 2 cities to 47+ cities and launch on multiple in-store and online platforms e.g. Amazon and FirstCry
- Art directed photography and packaging concepts with focused communication for varying audiences; built and led remote design teams to execute photography and design updates
- Headed conceptual and creative feedback for marketing campaigns working with PR partners to execute cohesive consistent brand image across all platforms

Studio Fry | associate designer | 2014 - 2015

- Collaborated with the Principal Designer and co-founders on brand development, creating and designing marketing collaterals as well as presenting project deliverables such as signage, event design, and art direction for motion graphics
- Managed image-editing, custom-lettering for merchandise, and illustration project deliverables for clients across multiple industries

Prior to 2014

Cinnamon Design | Studio Tikdam | New India
Bioscope Company

freelance

Intent Made | 2020

Launched brand system for a boutique furnishings studio. Art directed photography and social media content production.

BeForest | 2019

Designed brand identity for a permaculture farming collective focused on developing self-sustained food forests and living communities

Women in Security and Privacy (WISP) | 2017

Produced promotional collaterals to represent WISP (non-profit organization) at DEFCON and Black Hat conferences

San Francisco Junior Giants 2016 - 2017

Developed visual systems and presentations for Foodiecats (collaborative animation project) produced at AAU for SF Junior Giants (San Francisco Giants' youth baseball program)

AAU's Lego Club and Film Club 2016 - 2017

Designed branding and collaterals for the university's Film Club and Lego Club

Rent Set Go | 2014 - 2015

Built branding solutions and social media promotional collaterals for an e-commerce startup specializing in peer-to-peer rental marketplace