GARVIT YAGGIK

Graphic Designer | Art Director | AI-Powered Design

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Bangalore, India · Open to Gurgaon, Delhi NCR, Pune and Remote · Notice period: 30–45 days

PROFILE

Graphic designer and art director with 6+ years across brand identity, campaigns, presentation design, exhibition graphics and digital communications. I am currently the only designer on Publicis Groupe's Global IT Communications team, supporting 126 agencies and 100,000+ employees. I combine design craft with generative AI and automation, from AI image and video production to scripted Illustrator builds and self-built creative tools, so more work ships faster without losing quality. I grew up in my father's photo studio and started designing at 12.

EXPERIENCE

Graphic Designer, Publicis Groupe — Nov 2024 – Present
Global IT Communications, Publicis Re:Sources · Bangalore

- Sole designer for the Global IT Communications team, supporting 126 agencies across 18+ locations and working directly with VP-level stakeholders.
- Started the internal IT newsletter with no brief or precedent. It now reaches 100,000+ employees and is the team's main channel.
- Redesigned the Employee IT Support Kit, a 17-page reference deck used by around 90,000 employees, and design infographics and data visualizations for leadership reviews.
- Design emailers, HTML email templates, banners, leadership decks, intranet (AEM) pages and motion pieces for global launches including Microsoft Copilot, the Slack-to-Teams migration and the Netskope rollout.
- Built a 20-banner Figma system across 5 sizes in dark and light themes, and produce AI imagery and video (ChatGPT, Firefly, Flow) for campaign banners and CEO anniversary emails.
- Automated repetitive production: an HTML request form that generates Outlook-ready emails, a Python-built weekly leadership PPT dashboard, and ExtendScript (.jsx) builds for Illustrator infographics.
- Introduced a briefing and review process that cut revisions from 4–5 rounds to 1–2.

Graphic Designer, VVDN Technologies — Dec 2022 – Oct 2024
Electronics manufacturing · Gurgaon

- Art directed booth and large-format graphics for 100+ international exhibitions including CES, MWC, ISC West and Auto Expo, with 13–14 panels of 7–8 ft per show.
- Built one visual identity across 18 global locations and wrote the brand guidelines the company adopted.
- Pitched and launched the company's first corporate magazine, setting its grid, type rules and photography guidelines.
- Designed brochures, catalogues, packaging, signage and C-suite decks for the Founder and CEO; prepared press-ready files and managed print vendors.

Graphic & UI/UX Designer, Digi2L — Jul 2022 – Dec 2022
Early-stage startup

- First designer on the team. Built the brand identity and visual system from zero, plus social, marketing collateral, product UI screens and pitch decks.

Freelance Graphic Designer — 2019 – 2022
Remote · India and international clients

- Worked with 40+ clients on brand identity, packaging, social and digital design, managing each one directly from brief to handoff.

AI PROJECTS

- NEXUS AI: 9-agent creative operations system covering ideas, copy, design, motion and social, with a live dashboard (CrewAI, Groq, Vercel).
- Illustrator Whisperer: React app that turns plain-language briefs into Adobe Illustrator scripts via the Claude API.

SKILLS

Design: Art direction, brand identity and guidelines, campaign and social creative, typography, layout, presentation design, infographics and data visualization, email design, packaging, exhibition and large-format, print production, motion graphics, UI/UX

Tools: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, PowerPoint, Blender, DaVinci Resolve, AEM

Generative AI: Prompt engineering, Midjourney, Adobe Firefly, DALL·E, Stable Diffusion, Leonardo AI, Runway, Google Veo and Flow, ElevenLabs, ChatGPT, Claude, Gemini, Microsoft Copilot

Automation: ExtendScript (.jsx), Python, HTML/CSS, React, Figma MCP, AI agent workflows

EDUCATION

Bachelor of Computer Applications, Manipal University Jaipur — 2019 – 2022