

Gargi Deoghare

BRAND & GRAPHIC DESIGNER | ART DIRECTION

Versatile graphic and brand designer with 8+ years of global experience across North America, Europe, and the Asia Pacific region, delivering high-impact creative for brands like PepsiCo, Philips, and Lay's. Skilled in visual storytelling across digital, print, packaging, and UI/UX. Proficient in Adobe CC, Figma, Canva, and video tools, with a focus on clean, strategic design that drives engagement and brand growth.

EXPERIENCE

Freelance Designer & Art Director / Various Clients

2024 - PRESENT / VANCOUVER, CANADA

Led end-to-end brand strategy, visual design, and art direction for B2B, CPG, fintech, and SaaS clients—delivering strategic, high-impact creative across digital campaigns, print collateral, packaging, and marketing touchpoints.

Senior Graphic & Digital Designer / Lomi by Pela

2023 - 2024 / VANCOUVER, CANADA

- Led brand identity guidelines across digital and print touchpoints ensuring visual consistency in campaigns, packaging, app, social media, and website.
- Designed high-performing marketing assets - email, paid ads, print collateral, tradeshow booth, and PowerPoint decks expanding brand reach to 200K+ across the US and Canada, securing partnerships with Costco and Williams-Sonoma.
- Streamlined workflows using Figma, scalable templates and AI tools while mentoring junior designers, boosting team efficiency by 3x.

Brand & Graphic Designer / PepsiCo

2019 - 2022 / ASIA PACIFIC REGION

- Founding designer of the in-house creative team, executing 40+ global campaigns across digital, packaging, and campaign activation.
- Designed UX-forward branding and campaign assets for Doritos, Cheetos, Lay's and Mountain Dew, contributing to \$25M market share and 45% sales growth.
- Executed high-impact digital content for Lay's "Heartwork" campaign (COVID-19 initiative), generating 50,000,000 impressions across social and email.
- Defined global brand guidelines for Mountain Dew and Lay's establishing consistent typography, layout systems, templates, and photography direction

Product Designer / Philips

2018 / BANGALORE, INDIA

Developed cohesive brand experiences across digital, print, and product touchpoints—designing promotional materials, UI flows, and marketing assets that boosted user engagement and market growth.

Graphic Designer / Prime Studio

2017 / NEW YORK, USA

Designed integrated packaging, brochures, event booth activations, and end- to -end digital design assets for brands like Harry's, TUMI and Care/of contributing to investor to secure \$12M in Series A funding.

gargideoghare.com

gargipdeoghare@gmail.com

604.724.9104

Vancouver, BC

SOCIAL

linkedin.com/in/gargideoghare

EDUCATION

Master of Design (Product & Strategy)

ISTITUTO EUROPEO DI DESIGN, ITALY

Bachelor of Design (Product Design)

ISD RUBIKA, FRANCE

SKILLS

Brand Identity Systems
Marketing Campaigns
Presentation & Keynote Design
Motion Graphics & Animation
Visual Storytelling
Social Media Assets
Digital & Print Marketing
Template & Workflow Design
Design System Optimization
Team Mentorship & Direction
AI Assisted Workflows
UI/UX Design

TOOLS

Adobe Illustrator, Photoshop, InDesign, Premier Pro, Figma, Sketch, Microsoft Suite, Canva, Notion, HTML/CSS, PowerPoint & Keynote, AI design tools

LEADERSHIP

Guest Lecturer

ARIZONA STATE UNIVERSITY, USA
ISTITUTO EUROPEO DI DESIGN, ITALY

Design Mentor & Jury Panel

STRATE ÉCOLE DE DESIGN, FRANCE
MILANO DESIGN WEEK, ITALY