



# Abhilekh Baruah

Brand & Product Design Lead

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Portfolio

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Profile

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## About Me

With over 14 years of experience, helping startups and established companies build scalable brands, products, and creative systems. My work spans brand strategy, marketing, and product design, creating cohesive experiences across every customer touchpoint.

I enjoy solving complex design challenges by establishing scalable design systems, shaping creative direction, and enabling cross-functional teams to deliver consistent, high-quality experiences at scale.

Beyond execution, I focus on improving how teams work by mentoring designers, strengthening creative operations, and adopting emerging technologies such as AI to accelerate production while maintaining quality.

## Experience

2024

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Present

### Pocket FM

Senior Design Specialist

#### Context:

Leading cross-functional design initiatives across Pocket FM's multi-product ecosystem, establishing scalable creative systems across the core platform and its sub-brands.

#### Impact:

- Defined creative direction by identifying gaps between content performance and brand recall, aligning business goals, user insights, and creative execution across acquisition, lifecycle marketing, and product experiences.
- Developed comprehensive brand guidelines and scalable creative systems that enabled consistent execution across the core platform, sub-brands, and global design initiatives.
- Led creative execution across product launches, integrated marketing campaigns, strategic business initiatives, and executive priorities, ensuring high-quality delivery across global markets and channels.

#### Design Approach:

- Collaborated closely with Product, Marketing, Growth, Content, and senior leadership to align creative decisions with business priorities, user needs, and platform objectives.
- Mentored designers while establishing scalable creative processes that improved collaboration, creative quality, and operational efficiency across a growing design organization.
- Integrated AI-assisted workflows into the creative pipeline, accelerating marketing asset production including show covers and episodic content by up to 40% while maintaining brand quality and reducing turnaround times.

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|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2020     | <b>Byju's</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| •        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 2024     | Lead UI/UX/CX Designer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|          | <b>Key Contributions:</b> <ul style="list-style-type: none"> <li>Partnered with cross-functional stakeholders to define creative direction during a period of rapid company growth, ensuring our campaigns and initiatives stayed consistent and recognizable across all digital platforms.</li> <li>Developed reusable UI patterns and scalable style guides, accelerating marketing asset production while improving collaboration between design and development teams.</li> <li>Led the end-to-end visual strategy for major global launches like Summer Camp and Masterclass, tailoring the design for diverse international audiences while keeping the core brand intact.</li> <li>Managed the design collaboration with major partners like Disney and Tinker, balancing partner brand guidelines with internal visual systems.</li> </ul> |
|          | <b>Key Achievement:</b> <p>Received the Quality Excellence Award 2022 for consistently delivering high-quality, high-visibility design work across our core global platforms.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 2023     | <b>Veera App Browser</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| •        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 6 Months | Design Consultant (Product & Visual)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|          | <b>Key Contributions:</b> <ul style="list-style-type: none"> <li>Stepped in during the critical early MVP stage to establish the core design language, giving the team a solid visual and product foundation for a successful public launch.</li> <li>Established the foundational design system connecting the product experience with early marketing touchpoints, ensuring consistency from launch.</li> <li>Took early, fast-changing ideas from stakeholders and turned them into clear, structured prototypes that engineers could easily understand and build.</li> <li>Maintained daily alignment with product managers and developers to ship clean design solutions against aggressive launch schedules.</li> </ul>                                                                                                                      |
| 2019     | <b>Myntra</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| •        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 2020     | Associate Designer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|          | <b>Key Contributions:</b> <ul style="list-style-type: none"> <li>Led the visual strategy for high-traffic categories including Beauty, Home Furnishings, and Gadgets, taking campaigns from concepts to engaging digital experiences.</li> <li>Developed marketing and campaign assets for major e-commerce events and seasonal sales, keeping visual quality high while working under tight, peak-season deadlines.</li> <li>Engaged in early-stage event planning across different departments, participating in initial discussions to align visual themes, establish photoshoot requirements, and manage the execution through to final launch.</li> <li>Designed gamified and interactive web experiences that kept users engaged during flagship sale periods.</li> </ul>                                                                    |
|          | <b>Key Achievement:</b> <p>Designed and rolled out multi-channel gamified experiences for the July 2020 End of Reason Sale (EORS), directly supporting a 20% year-on-year spike in platform traffic.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

## Earlier Experience

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|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2017 • 2019 | <b>Jabong</b>   Assistant Manager<br><br>Directed campaign themes and delivered unified communications across high-traffic landing pages, push notifications, and social media. Established reusable asset frameworks that streamlined event-led creative execution.                                                                             |
| 2014 • 2017 | <b>Snapdeal</b>   Senior Graphic Designer<br><br>Designed and optimized high-fidelity assets for exclusive mobile category launches. Acted as the central design point-of-contact for electronics, partnering directly with cross-functional stakeholders and developers to maintain quality standards and execute campaigns exactly as planned. |
| 2013 • 2014 | <b>Cannoneye Advertising</b>   Graphic Designer<br><br>Delivered production-ready print and digital promotional assets for premium retail and textile brands such as Bombay Dyeing and Swayam in a fast-paced agency environment.                                                                                                                |

## Tools

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|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Design, System &amp; Prototyping:</b><br>Figma, Sketch, FigJam, Photoshop, Illustrator | <b>AI-Assisted Design &amp; Exploration:</b><br><br>Claude, ChatGPT, Gemini:<br>Research, ideation, writing, structuring<br><br>Midjourney, Adobe Firefly:<br>Visual exploration and image adjustments<br><br>Magnific, Higgsfield:<br>Asset generation and video acceleration |
| <b>Product &amp; User Insight:</b><br>Hotjar, UserTesting, Google Analytics               |                                                                                                                                                                                                                                                                                |
| <b>Motion, 3D &amp; Media:</b><br>After Effects, Premiere Pro, Spline                     |                                                                                                                                                                                                                                                                                |
| <b>Design to Development:</b><br>Framer, Google Antigravity, Lovable                      | <b>Presentation &amp; Communication:</b><br>Figma Slides, Google Slides, Keynote                                                                                                                                                                                               |

## Key Skills

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| <b>Design &amp; Leadership Strengths:</b><br>Design Direction, Strategic Thinking, Business Acumen, Decision Making, Project Ownership, Mentorship. |
| <b>Ways of Working:</b><br>Creative Strategy, Stakeholder and Team Management, Cross-functional Leadership, Design Systems, Creative Operations     |

## Education

|      |                                                   |      |                                                    |
|------|---------------------------------------------------|------|----------------------------------------------------|
| 2012 | <b>Animation Professional</b><br>Arena Multimedia | 2009 | <b>Higher Secondary</b><br>Kamarbandha H.S. School |
| 2007 | <b>Class 10</b><br>B.V.F.C. H.S. School           | 2005 | <b>Painting</b><br>Nikhil Bharat Sangeet Samiti    |