

Akhila Ayyalasomayajula

Communication designer

www.akhilashyamala.com

Design chameleon with brand-shaping superpowers.

Blending different ideas and colours into memorable visual stories.

asakhila2306@gmail.com

+1 672 380 2306

Vancouver, BC

Skills & Tech

Brand strategy
Brand & Identity Design
Packaging Design
UI Design system
Illustration
Responsive design
360 Marketing
Brand Management
Team Management
Cross Team Management
Adobe Creative Suite
Aftereffects
Figma
Basics of Cinema 4D
Basics of Blender

Achievements & Awards

Star Performer 2021

Indospirit Group

Outstanding Performer 2020

Indospirit Group

Spirit Magazine Awards 2019

Packaging Of The Year & Product
Debut Of The Year - Ensō
Brand Promotion & Activation Of The
Year - Witty Bro

Dean's List 2015-2016

Education

Bachelor's degree (2013-2017)

Fashion communication
**National Institute of Fashion
Technology (NIFT),
New delhi**

Associate's degree (2015-2016)

Communication design
**Fashion Institute of Technology (FIT),
New york**

Experience

Mastercard | Analyst-creative studio (Worldwide marketing)

June 2022 to April 2025

Led the creation of a streamlined global infographics grid and inclusive focused illustration library, saving over \$200K. Designing cohesive, technically simplified visuals, event branding, and digital assets across web, print, and UI/UX touchpoints.

- Built a global illustration library focused on diversity & inclusion used by worldwide teams, leading to >\$200K cost avoidance.
- Developed a streamlined grid system for Mastercard's worldwide marketing infographics, reducing production time by 25% and improving design coherence.
- Created innovative visuals to simplify complex technical concepts, enhancing clarity and engagement for diverse audiences.
- Designed custom illustrations for the Mastercard B2B website and various brand touchpoints including reports, whitepapers, and presentations.
- Delivered visually compelling content for diverse channels, ensuring alignment with brand messaging across web, social media, and marketing materials.
- Collaborated with internal teams and agencies to create executive presentations, visual assets, and social media creatives.
- Developed and delivered creative event branding and visually driven assets to ensure consistent and impactful brand representation at events.
- Assisted UI/UX teams with designing screen banners and artwork, contributing to seamless user experience and visual consistency across digital platforms.

Indospirit Group | Manager-Marketing

June 2017 to June 2022

Led the strategic development and launch of 11+ brands, including 2 award-winning identities while managing a high-performing design team.

Brand Strategy & Development

- Led the creation and strategic development of 11+ brands.
- Oversaw the successful launch of 6 brands, resulting in 2 award-winning brands in branding and marketing.

Brand Identity & Communication

- Developed and executed brand identities and communication strategies, established BroCode as a cult brand in India, with more than 5 million bottle sales and multiple fan accounts across social media platforms.
- Awarded **Best Packaging Design in 2019** for Ensō Japanese Whisky.

Collaboration and team management

- Led and managed a high-performing design team, overseeing all aspects of creative output.
- Facilitated seamless cross-team communication during product launches, collaborating with trade marketing and sales teams to ensure alignment and timely execution.
- Responsible for the design and launch of all product websites under Indospirit.
- Strategized, created, and collaborated with trade and digital marketing teams to deliver impactful ATL and BTL brand campaigns.

GCD Studio | Graphic design intern

January 2017 to May 2017

- Assisted in rebranding the studio's identity through logo redesign and website overhaul, strengthening brand communication.
- Conducted research and ideated the design language, reshot projects to align with the studio's new visual identity.