



A dynamic and creative designer who elevates brands & individuals through clear visual communication. With over a decade of industry experience, I specialise in both print and digital design. Experience working with a range of start-ups and established brands in a variety of sectors including technology & SaaS, education and healthcare.

PROFESSIONAL SKILLS & CAPABILITIES

Skills: Adobe Creative Cloud Suite, Microsoft Office, Squarespace, Mailchimp, Paper Engineering, Photography & Video. **Capabilities:** Advertising, Brand Design, Digital, Events, Editorial, Identity, Illustrations, Print, Promotional, Social Media and Video.

EXPERIENCE

Freelance Designer & Consultant

June 2019 - Present

A wide range of creative projects with various clients - including Zoom, DocuSign, The British Council, DG Podiatrist and many more. Past projects range from event design, corporate presentations, demand generation campaigns, video editing and digital publications.

Creative Designer, Global

DocuSign

February 2021 – January 2023

Broadening my role to support creative requests globally, my role encompassed both lead generation creative such as digital events, social promotion and content creation, to web support such as landing page asset creation. Additionally, I led our new creative self-serve initiative which gave marketers the ability to be an integral part of the creative process.

Creative Designer, EMEA

DocuSign

September 2019 – February 2021

DocuSign helps organisations connect and automate how they prepare, sign, act on, and manage agreements. Leading design for the EMEA Marketing Team, I covered all requirements for digital events, social media campaign launches and a wide range of other creative to aid in business growth. With an ever-expanding team over multiple regions, I put systems into place for project intake and tracking to ensure efficiency through the creative process.

Head of Design

Times Higher Education

April 2018 – June 2019

Led the commercial & events design team at THE, delivering all marketing, event & commercial requirements. Creative lead on global event design, management of the ever-evolving identity for commercial divisions, restructure of all packs for consistent identity and framework, and consultancy services to internal teams and external collaborators.

Design Lead

DG Podiatrist Ltd

November 2013 – June 2019

DG Podiatrist is a luxury podiatry clinic situated in the heart of Mayfair, with a vision to become the leading luxury healthcare service. Launched in 2013, I created the DG brand identity over print and digital media and have been working on the constant expansion of the brand, providing collateral for both public and corporate needs.

Senior Designer

Times Higher Education

August 2016 – April 2018

As the senior designer for the events team at THE, I was tasked with taking creative lead on all global event design, including the THE awards and the THE Summit Series. Led in several campaigns for the ever-evolving commercial divisions inside the business, including the Data and Recruitment divisions.

Designer

TES Global Limited

January 2015 – August 2016

The UK's leading education publisher, with a portfolio including the Times Educational Supplement (TES) and the Times Higher Education (THE) magazine. I worked on a range of marketing and advertising collateral encompassing both print and online campaigns. Creative lead on projects including the prestigious TES and THE Awards, school resources campaigns and the Summit Series.



**BA Graphic Product Innovation,
First Class Honours Degree**

University of the Arts London
2010 – 2013

EDUCATION

Design Analysis • Concept Design • Brand Identity • Prototyping • Sustainable Design
Material Analysis • Colour Psychology • Exhibition Design & Curation

Completed dissertation in January 2013 on the psychology of colour and its use in branding, giving a great insight into understanding how people perceive colour and its connotations as well as the role it has in the success of a brand.

Designed & curated interim and final degree shows for GPI, including brand guidelines, exhibition guides and exhibition wall murals.

Shortlisted for RSA Student Design Awards 2012/13 - Design the Built Environment for flexibility and zero Waste.

Ryan Clark

Creative Director, DocuSign

"I would 100% recommend Amar to anyone looking for a marketing design partner. His constant drive to help businesses while providing high-quality creative is rare in my experience. During his time at DocuSign, he single-handedly held down all our creative efforts in EMEA, working closely with our partner teams to develop quality creative across all our marketing channels. His deep desire to find solutions (and support those solutions) made him wildly popular with our marketing organization company-wide. Amar is just one of those designers that gets the job done while being genuinely great to work with."

Kayleigh Kahlefeldt

Founder, Cornerstone Content

"Amar is a highly professional and accomplished graphic designer. Even though he's in another country he is my go-to choice when I need design services because he consumes briefs quickly and accurately, and turns out excellent, on brand work. His work ethic and integrity are as strong as his creativity and I enjoy working with him very much."

Ulrike Werneck

Marketing Director, DocuSign

"Amar is a wonderful colleague to work with. He is very creative and well structured. He juggles multiple tasks and is very responsive. What I value the most is his openness to find solutions for new challenges. While doing all this he remains calm and very kind. I can clearly recommend Amar. He is just great."

Phil Baty

Chief Knowledge Officer, THE

"Amar is a talented, focused and hard-working designer. He produced work of a consistently high standard for Times Higher Education's prestigious series of global summits, always to tight and demanding deadlines, and he made rapid progress within the organisation, extending his remit to cover large swathes of corporate brand and design."

Dina Gohil

Founder & MD
DG Podiatrist Ltd

"The professionalism and attention to details comes second to none with Amar. His ability to listen and create my brand needs have been imperative over the years to building the business identity from the ground up. He can be very creative which helps a lot when I get a block of creativity. He finds a way to make any idea work which I find truly impressive. Over the years it's been a pleasure working with him! Truly recommend it for people looking to start a business, corporates and even personal use! He's a whizz with paper too!"

Additional testimonials available [here](#).