

ARYAN SWAROOP

Legal name: Keerthan Swarup

Brand Designer & Creative Lead

Branding, Video & 3D Visualization • Front-End Development (React, Next.js, Supabase)

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SUMMARY

Brand Designer and Creative Lead with 3+ years leading end-to-end creative — brand identity, packaging, video, 3D visualization, and digital campaigns — across real estate, F&B, and consumer brands. Built and ran a Meta Ads + creative system for Paavani Properties that generated 302 leads in 66 days at ₹82 per lead. Builds functional web products in React, Next.js, and Supabase — a rare combination of brand thinking and shipping code. Looking for a Creative Lead or Brand Designer role at an agency or startup working across multiple industries.

SKILLS

- **Brand & Visual Design** — Brand Identity Systems, Visual Communication, Typography & Layout, Packaging, Brand Guidelines
- **Video, Motion & 3D** — Video Editing (Reels, Walkthroughs, Brand Films), Motion Graphics, 3D Visualization (SketchUp, Lumion, TwinMotion, D5 Render), Drone Video Coordination
- **Digital & Technical** — React, Next.js, Supabase, Figma, Wix Studio, AI-Assisted Design Workflows (ChatGPT, Gemini, Recraft)
- **Marketing** — Campaign & Performance Creatives, Social Media Strategy, Meta Ads Creative, Lead Generation Systems
- **Tools** — Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

EXPERIENCE

Creative Lead — Paavani Properties and Marketing

Bengaluru, India | 2024 – April 2026

- Led creative execution across 30+ real estate projects — brand identity, print, digital, video, and 3D.
- Produced 50+ marketing videos and a full suite of 3D renders and walkthroughs to improve buyer clarity.
- Built and ran a Meta Ads + creative system generating 302 leads in 66 days at ₹82 per lead.
- Drove 3× brand visibility and ~25% lead growth through consistent identity systems across projects.

Branding Designer — Destiny

Bengaluru, India | 2023 – 2024

- Built brand identities for 10+ client brands across categories.
- Delivered 100+ digital creatives and 15+ promotional videos under multi-client, tight-timeline delivery.
- Improved brand consistency across clients through visual audits and reusable design systems.

Graphic Designer & Video Editor — Director In

Bengaluru, India | 2022 – 2023

- Shot and edited founder interviews and podcasts; restructured long-form content for short-form platforms.
- Maintained a consistent, trust-led visual tone across all founder-facing content.

INDEPENDENT PRODUCT & TECHNICAL PROJECTS

- **VR Devaiah Enclave Plot Finder** — Interactive plot-finder web app for a 50-plot residential launch; live availability by size/type, admin dashboard, Supabase backend.
- **Selixo** — Wedding photography SaaS platform built in Next.js and Supabase; client galleries, image-selection workflow, admin dashboard.
- **AlbumFlow** — Photographer SaaS platform in Next.js and Supabase; resolved a production-critical RLS security issue and built core storage/API architecture.
- **Striv** — Fitness progress-tracking PWA built in React with real training and body-composition data models.
- **Foundations** — Interactive workout guide eBook built as a structured web app in Next.js; science-based nutrition, training, and recovery content.

SELECTED DESIGN PROJECTS

- **Paavani Properties** — End-to-end brand system: identity, brochures, site creatives, reels, 3D renders and walkthrough videos across multiple developments.
- **Sidvin Serenity** — Go-to-market print and campaign system: outdoor signage, sales brochure, standee, and subway billboard placement.
- **Royal Farm** — Mascot-led brand identity built for working professionals seeking a lifestyle shift; displaced an incumbent agency's existing brand direction.
- **Sastry's by Brahmi** — Complete brand identity and packaging system: logo, color, typography, and a scalable packaging line with premium South-Indian positioning.
- **Isha V** — Security & Facility Management brand system: identity, uniforms and vehicle branding, service collateral, and website, applied across guards, crews, and digital.

CERTIFICATES

- Graphic Design & Visual Communication — Lumos (branding, layout, typography, practical design workflows)
- Digital Marketing — New Horizon College (campaign fundamentals, content strategy, platform workflows)

EDUCATION

Bachelor of Business Administration (BBA) — New Horizon College, Bengaluru

Finance, Business Analytics, and Corporate Operations, with a Digital Marketing specialisation | 2021 – 2024

LANGUAGES

English • Kannada • Hindi • Telugu