

AVANTIKA LALL

Creative & Communications Lead | Brand Strategy & Visual Design

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PROFILE SUMMARY

Creative & Communications Lead with 5+ years of experience in brand strategy, visual design, and corporate communications for technology-driven organisations. Adept at translating complex business narratives into compelling, high-impact brand experiences across digital, experiential, and corporate platforms.

CORE SKILLS

- Brand Strategy & Visual Identity
- Corporate Communications
- Storytelling & Narrative Design
- Integrated Campaign Strategy
- Content & Social Media Marketing
- Internal Communications
- Event & Conference Branding
- Stakeholder Engagement
- Cross-functional Collaboration
- Team Leadership & Mentoring

TOOLS & SOFTWARE

- Adobe Creative Suite
- Figma
- Microsoft PowerPoint
- LinkedIn Campaign Manager

EDUCATION

Symbiosis Institute of Design

B.Des – Fashion Communication
Pune | 2016 – 2020

Canadian International School

IB Diploma | Ontario Board
Singapore | 2014 – 2016

CAREER ASPIRATION

Aspires to lead design-driven communication strategies that strengthen brand identity, drive measurable business impact, and shape integrated brand ecosystems for global organisations. Committed to building scalable systems, mentoring creative teams, and leading impactful communications across digital and corporate platforms.

WORK EXPERIENCE

Creative Designer

Data Dynamics | Mar 2026 – Present

- Driving all design, graphics, and marketing output for Data Dynamics, producing compelling content that supports brand growth and drives client engagement.
- Developing and executing integrated marketing campaigns, ensuring brand consistency and high visual impact across digital and print channels.

Creative & Communications Lead

McLaren Strategic Solutions | Sep 2025 – Jan 2026

- Spearheaded end-to-end brand and communication strategy across internal and external initiatives, including Annual Day, CIO roundtables, and industry conferences.
- Developed strategic messaging frameworks and compelling storytelling for pitch decks, proposals, and leadership presentations across AI, data, and digital modernisation programmes.
- Drove LinkedIn and digital content strategy aligned with business development priorities and brand positioning.
- Partnered cross-functionally with HR, Talent Acquisition, Operations, Product, and Technology teams on internal communications, employer branding, and UI requirements for global clients.
- Established scalable visual systems and reusable templates to ensure consistent brand execution across all touchpoints.
- Led a team of 4 designers and collaborated with third-party agencies to deliver videos, podcasts, and digital assets in alignment with brand guidelines.
- Delivered communication solutions for marquee global clients including ORIX, Goldman Sachs, J.P. Morgan, iCapital, KPMG, and Citi.

Creative Designer

McLaren Strategic Solutions | Dec 2023 – Sep 2025

- Conceptualised and produced high-impact pitch decks, presentations, and marketing collaterals for internal stakeholders and client-facing initiatives.
- Created event branding, promotional posters, email campaigns, newsletters, and digital assets; led website refresh projects and upheld brand consistency across all touchpoints.
- Collaborated cross-functionally to deliver high-quality communication assets within tight timelines and evolving project briefs.

Graphic Designer

Yojak | Mar 2021 – Dec 2023

- Designed marketing collaterals, digital campaign creatives, and brand communication assets that elevated visual identity and audience engagement.
- Built and maintained comprehensive visual identity systems; mentored junior designers on design quality, brand standards, and creative consistency.

Freelance Designer / Creative Intern

Evolve | DAN Innovation Lab | Fish Eye Design | Havas Media | Oct 2020 – Mar 2021

- Delivered branding and social media visuals; contributed to campaign storyboards and pitch materials across print and digital platforms.