



SHOURYA ASTHANA

Creative Direction, Brand Marketing and Marcom

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IKEA Spousal Work Permit (No sponsorship required)

Shouryasthan.com | [Behance Portfolio](#) | [LinkedIn](#)

SKILLS

Creative Leader | Art Director | Brand Development | B2B & B2C Multi-Channel Marketing | Integrated Digital Campaigns | Social Media Communication | Graphic Design
Consumer Research & Insights | Adobe Creative Suite | 20+ years exp. (10+ years leading creative teams)

CAREER HIGHLIGHTS

- Art Director, Creative leader, Designer, Communication specialist and Marketeer with a proven track record. Successfully launched & marketed 3 global brands (B2B/B2C) across Europe & Asia in an international setting
- Strategically rebranded The Smart Cube - concept development to delivery, boosting equity by 5X and culminating in its acquisition by WNS, a NYSE-listed firm
- Led UI design and communication campaign for "Amplifi Pro," a procurement intelligence SaaS platform. Surpassed 14,500 active users with \$ 0.5 million in revenue
- Granted 4 design and 1 utility patents at the USPTO

PROFESSIONAL EXPERIENCE

The Smart Cube - A London headquartered global analytics and research firm and now part of [WNS](#)

AVP- Brand, Design and UX – Currently working remotely from Sweden

June 2017 – till date

Key Deliverables

- Marketing communication for Events, Products/Solutions and Employee engagement across all media and platforms (web, social media, motion, printed publications, exhibitions & events)
- Leading an internal creative studio, producing impactful digital and physical sales collaterals and assets
- Brand custodian and brand governance
- CXO's stake holder management and collaborating at all levels

Highlights

- **Bronze award** by [B2B Marketing London](#) for best employee engagement programme in the year 2023
- Led digital marketing campaigns for "Inside Procurement," podcasts, resulting in 1000+ registrations and 400+ attendees
- Strategic LinkedIn plan, with continued and varied social media campaigns, drove a 28% increase in followers, reaching 64K users in the past year
- Strengthened brand identity and fostered employee engagement with the launch of [a brand merch website](#) offering 30+ unique, official merchandise designs resulting in a 25% reduction in attrition
- UI design and communication campaign for the launch of "Amplifi Pro" in 2020 - a procurement led intelligence digital platform positioned as SaaS
- Developed a repository of 3600+ on-brand icons and gifs saving an average of 1 hour per report for researchers and analysts who make reports for clients and use icons and gifs as support assets.

Reliance Jio Mumbai, India - India's largest telecom and data company (B2C- retail)

Lead Brand & Design

June 2014 – May 2017

Key Deliverables

- Brand development of Jio from concept development to delivery
- Social media campaign around the launch of the brand
- Co-ordinating with internal agency
- Visual design of Fixed and Mobility Hardware Devices for Jio
- Drive innovation & design for all hardware & it's packaging

Highlights

- Launch of Jio as India's youngest telecom brand with a tag line "Digital Life" in 2016
- Casing, visual, packaging and communication design of "JioFi" (trademarked) hotspots - sold over 1 million units
- Casing design of the "JioPhone" and its packaging, a feature phone with VOLTE capability- sold over 1 million units

Bio Veda Action Research Company Delhi, India - Skincare & cosmetics company

Senior Design Manager

March 2013 – June 2014

- Revitalizing brand identity through product, packaging, and communication designs for BIOTIQUE brands

East West Designs Pvt Ltd Delhi, India – A design agency

Design Manager

May 2007– Feb 2013

- Design & Developed a globally launched, Mineral Powder Foundation package for REVLON and sold over 5 million units
- Design & Developed cream foundation compact for Neutrogena- HELIOPLEX, a Johnson & Johnson brand

Exim International, Delhi, India – A buying house for North American retailers

Senior Designer

Nov 2006 – Feb 2007

- Design and development of new Life style product ideas based on trends and forecast
- Product development with an eye on cost drivers and quality of the design

Regency Creations Limited Delhi, India – A lifestyle products exporter

Designer

Feb 2003 – Nov 2006

- Crafting lifestyle accessories and home décor products for USA, European and Indian brands like Lowes, Pier One and Big Bazaar

Volunteer work

- Volunteer at [Erikshjälpen](#) Second Hand store in Lund, Sweden giving 4 hours per week
- [Teach India](#) volunteer (2011), empowering underprivileged adults with spoken English skills for improved employability

Scholastics

- Diploma in Accessory Design form NIFT (National Institute of Fashion technology) Delhi, India in 2003
- MBA in marketing from FORE SCHOOL OF MANAGEMENT, Delhi, India, 2009
- Online certificate in Design Thinking and Innovation, IIT Delhi, India (ongoing)

Languages

- English – Full Professional Proficiency
- Hindi – Native