MD. WAQUAR AHAMED

Creative & Brand Design Lead | UI/UX Designer

Bengaluru, India • +91 80786 83113 • writetowaquar@gmail.com • linkedin.com/in/heywaquar • Portfolio

Summary

Creative & Brand Design Lead with **8 years of experience** across campaign design, brand, and UI/UX. Currently leading creative for **Swiggy Dineout**, driving campaigns, design systems, and digital experiences.

Experience

Swiggy
Lead Visual Designer
Bengaluru, India
From: Dec 2025 – Present

- Lead creative strategy and end-to-end design across Dineout campaigns, including GIRF, PAYDAY, Dinefest, and major brand/restaurant campaigns across in-app, email, IPN, WhatsApp, and other touchpoints.
- Drive creative direction and campaign treatments, translating business objectives into scalable, conversion-focused visual systems while maintaining brand consistency.
- Built Dineout's design language and creative workflow, introducing reusable Figma components, templates, and structured approval processes to improve consistency and turnaround.
- Created campaign creative for the City Dining Festival, achieving 3.9% CTR compared with a 2.2–2.3% average benchmark, demonstrating the impact of stronger creative direction and campaign treatment.
- Trusted across Swiggy's Food, 3P, and Toing charters to step in during high-demand periods and deliver high-quality creative at speed.

Dkay Digital
Senior Design Executive
Kolkata, India
From: March 2023 – Nov 2025

- Led design for 20+ digital products, websites, and campaigns, across UI/UX, branding, and marketing.
- Collaborated with product, marketing, and development teams to deliver user-focused digital experiences and creative solutions.
- Contributed to design team leadership and end-to-end project execution, from concept to final delivery.

Prevoir Infotech
UI Designer | Web Design
Jaipur, India
From: 01/02/2020 – 30/04/2023

- Consulted on creative design concepts for clients across digital products, print media, and marketing campaigns.
- Designed branded websites for hotel and museum clients, owning visual direction and design handoff while managing multiple projects independently.

3D CADD Centre TSPL.
Frontend Developer | Creative Design Mentor
Jaipur, India
From: 01/01/2018 – 31/01/2020

- Designed websites and graphics that strengthened brand identity and improved usability for client projects.
- Trained students and professionals in Photoshop, building practical skills across core tools and advanced techniques.

BitAce Technologies
Frontend Designer
Jaipur, India
From: 01/07/2017 – 31/01/2018

- Built web interfaces, graphics, and UI elements for digital platforms across multiple client projects.
- Created branding and marketing collateral that supported a stronger, more consistent brand identity.

Education

Master of Business Administration
(Currently Pursuing)
Amity University
Noida, India

BTEC Level 5 HND (Product Design)
ARCH College of Design & Business
Jaipur, India
From: April 2020 – To: March 2022

Bachelor of Technology (ECE)
JNIT
Jaipur, India
From: June 2015 – To: Jan 2019

Skills

Design Skills

Brand & Campaign Design, Creative Strategy, Art Direction, Design Systems, UI/UX Design, Wireframing & Prototyping, Visual Communication, Motion Design, AI-Assisted Creative Workflows, Design Ops

Soft Skills

Design Thinking, Team Leadership, Cross-functional Collaboration, Stakeholder Management, Communication

Design Tools

Figma (incl. Plugin API & Dev Mode), Framer, Adobe Photoshop, Illustrator, Premiere Pro, After Effects, HTML/CSS, JavaScript AI: Claude & ChatGPT (concepting, copy), Midjourney & Firefly (image generation), Runway (motion), Weavy AI & Lovart (creative pipeline)

Others

Hobbies

Film Making, Cooking, Expeditions, Music, Adventure sports

Contact

+91-8078683113 | +91-9955535699
writetowaquar@gmail.com

Portfolio

Waquar's Portfolio