

Ayush jangid

AI Creative Lead | Creative Director

Intro

An AI-first Creative Leader working at the intersection of storytelling, performance marketing, and emerging technology. With 7+ years of experience across 25+ brands and 15+ industries, including work for the Indian Army, I lead creative teams to turn ambitious ideas into thumb-stopping campaigns, AI-powered short-form content, and cinematic brand stories. By combining creative strategy, consumer insight, performance thinking, and emerging AI technologies, I build scalable creative systems that connect with audiences, drive performance, and deliver measurable business growth.

Email

Askayu21@gmail.com

Website

https://ayushjangid.in/

Phone

+91 9928764535

Location

Gurugram

Portfolio

Vimeo

https://vimeo.com/ayushjangid

https://vimeo.com/ayushjangir

Behance

https://www.behance.net/ayu11



Jaipur National University
Bachelor of arts (Open University)



Rajasthan Board of Secondary Ed
10+2 (science)

Tools

Figma, Adobe Photoshop,
Illustrator, After Effects,
Premeire Pro, Adobe XD

Ai Tools

Magnific, Higgsfield, Claud, ChatGPT,
Google AI Studio, Elevenlabs, Open Art

Skills

Graphic Design, Video Editing,
Animation, Brand Stretgy, creative strat-
egy, Thumb Stopping Content, UX
Design, UI Design

Linkedin :https://www.linkedin.com/in/ayush-jangid-28741a1b9/

Experience (7.5+ Years)

Lyxel & Flamingo

Jan 2024 - Present (2.5y+)

Team Lead Media Design

Gurugram

Leading a 20+ member creative team, I drive performance media creatives and AI-powered short-form content for 25+ brands across 10+ industries, including Spinny, Godrej, MakeMyTrip, LIBAS, Kimirica, and 6thStreet (AIVI-UAE).

- Lead designers, video editors, and AI creators.
- Drive performance creatives, AI videos, UGC, and thumb-stopping campaigns.
- Deliver creatives achieving 5%+ CTR and 3.5x average ROAS.
- Build AI-driven workflows to scale creative production and quality.
- Lead client pitches with a 70% win rate.
- Partner with Growth, Marketing, and Media teams to deliver measurable client results.

Daddy Techsolutions

Nov 2022 - Jan 2024 (1.4y+)

Senior Graphic Designer

Gurugram

Worked across gaming, fintech, SaaS, and consulting, with a focus on gaming products and performance-driven creative campaigns.

- Designed Poker and Fantasy Cricket apps from concept to final execution.
- Created game UI, branding, graphics, and visual systems.
- Designed performance campaigns delivering up to 3x ROI/ROAS.
- Created high-performing creatives with strong CTRs.
- Collaborated with product and marketing teams to deliver conversion-focused creatives.

King Graphics

Apr 2022 - Nov 2022 (7m)

Creative Designer

Dubai

Worked with diverse UAE-based clients across banking, real estate, events, hospitality, and management, creating campaigns across print, outdoor, and digital media.

- Designed FIFA World Cup 2022 print campaigns rolled out across the UAE.
- Created print campaign creatives for Arab Bank.
- Developed marketing creatives for real estate projects and property cam-paigns.
- Worked on event branding, promotions, and management-related creatives.
- Created key visuals, layouts, and campaign concepts across print and outdoor media.

Swipe Social

June 2020 - Mar 2022 (1.8y+)

Graphic designer

Remote

Worked remotely with leading B2C agency clients, creating performance-driven creative campaigns and A+ content for brands across wellness, food, pet care, pharmaceuticals, and consumer products.

- Designed performance media creatives and Amazon A+ content for brands including Virginia Diner, Vici Wellness, Vet Naturals, 8TrackFoods, MNovels Pharmaceuticals, Gravy Master, Verse Chocolate, Ivvi, and Dreamyn.
- Created campaign assets across static images, GIFs, and short-form videos.
- Developed conversion-focused creatives for paid media and e-commerce platforms.
- Translated brand briefs into engaging, performance-led visual campaigns for diverse B2C audiences.

Pixels Prime

Aug 2018 - Jan 2020 (1.5y+)

Founder & Freelance Graphic Designer

Rajasthan

Founded and managed a creative design venture, helping local businesses build their brands and strengthen their digital presence.

- Worked with clients across jewellery, healthcare, retail, and hospitality.
- Created brand identities, websites, social media creatives, and promotional campaigns.
- Managed client relationships, creative strategy, design, and delivery end-to-end.