

Ayisha Siddiqua

New York
+1 7343294964
ayishasid@gmail.com
ayisha-sid.com
[Linkedin](#)

I shape ideas into big, culturally relevant creatives. With 5+ years of experience across agencies and global brands, I'm known for strong concepts, clean craft, and the kind of collaboration that actually makes the work better.

Currently based in New York, relocating to Toronto, Canada.

Educational Background

2021 - 2022
MA Advertising
Savannah College of Art and Design

2014 - 2017
Bsc. Visual Communication
University of Madras

Recognition & Awards

- American Advertising Awards / Gold (2)
- American Advertising Awards / Silver (2)
- American Advertising Awards / Jury's Special Pick
- Microsoft Generate Challenge / Winner 2022
- International Design Awards / Honorable Mention (x4)
- SCADPro Startup / Finalist
- Lexus Design Awards India / Jury's Special Mention
- University of Madras / Best Photographer Award
- SCAD Academic Honors and Achievement Scholarship

Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Procreate
- Figma
- WordPress
- Adobe Premier Pro
- Adobe Lightroom
- Spark AR
- AI Tools (Midjourney, Runway, ChatGPT)

Work Experience

April 2023 - Now
Wellcom Worldwide | *Advertising Agency*

Art Director | Designer

- Developed and executed integrated visual strategies across digital, social, experiential, and print for global brands including Raising Cane's, Conair, Meta, Lavazza, Louis Vuitton, LG, and Ralph Lauren.
- Led 360° campaigns for Raising Cane's College Football sponsorships and directed large-scale seasonal brand activations, including a holiday window installation ranked #1 in New York by TimeOut.
- Redesigned Meta's global brand book and partnered with strategists to evolve Ralph Lauren's brand identity.
- Crafted immersive in-store experiences and photo-driven storytelling that elevated brand engagement across channels.
- Enhanced user experience through UI/UX design for Saudi National Bank's mobile app.
- Integrated emerging formats - AI-driven visuals, interactive motion content, and new digital mediums - to push creative innovation and keep brands culturally relevant.

Sep 2022 - Nov 2022
APCO Worldwide | *PR & Communications*

Creative Studio Intern

- Designed digital and display content for Pfizer, Ikea, and Estee Lauder.
- Developed ad campaigns that boosted brand visibility and growth.
- Created brand identity for APCO's in-house speaker series.

April 2022 - June 2022
Sweet Briar College x SCAD | *Sponsored Course*

Art Director | Designer

- Revamped brand identity for the college's farm to elevate visibility.
- Co-led the design team in developing packaging, collateral, and product photography.
- Oversaw the design and production of packaging collaterals and product photography

Sep 2018 - August 2021

Independent Designer | Consultant

Contract & consultancy work for multiple clients

- Served as creative lead for 20+ global brands, pitching and presenting campaign concepts, packaging, and social-first activations directly to clients.
- Designed AR filters adopted by international influencers and celebrities, driving 20M+ interactions and sparking viral engagement.
- Directed the launch campaign of a new alcohol category in India, achieving a 95% market success rate through concept-driven brand storytelling.
- Collaborated with NGOs to develop impactful campaigns addressing pressing social issues.