

# Ayisha Siddiqua

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With 5+ years of design and agency experience, I'm driven to create unconventional, emotionally resonant work that actually gets the internet talking. I believe that impactful design isn't just about aesthetics, it's about communication that feels human and disrupts the feed.

Authorized to work in Canada (Permanent Resident Status)

## 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
- Artificial Intelligence

## 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 for Gymshark and LG.
- 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.
- Business Wins: Gymshark, LG

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.