

ayisha siddiqua

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Education

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

With 6+ 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)

Work Experience

April 2023 - Jan 2026

Art Director + Designer at Wellcom Worldwide | New York

- Business Wins: Gymshark, LG
- Developed and executed integrated visual strategies across digital, social, OOH, experiential, and print for global brands including Raising Cane's, Conair, Meta, Lavazza, LG, Synergy Kombucha, Kaiser Permanente 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 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.
- Proactively identified cultural trends and emerging platform shifts to inform campaign concepts and social activations.

Sep 2022 - Nov 2022

Creative Studio Intern at APCO Worldwide | New York

- 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

Co-Art Director in SCADpro x Sweet Briar Farms | Atlanta

- 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 - Aug 2021

Independent Designer + Creative Consultant | India

- Served as creative lead for 20+ global brands, pitching and presenting campaign concepts, packaging, and social-first activations directly to clients.
- Concepted and launched AR filters adopted by international influencers, driving 20M+ organic interactions and embedding brands directly into social behavior.
- 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.