

ANKITA SAGAR

Art & Creative Director



CONTACT

+91 9643111564

sagar.ankita1708@gmail.com

www.ankitasagar.com

[linkedin.com/in/ankita-sagar](https://www.linkedin.com/in/ankita-sagar)

Vasant Kunj, New Delhi, India

EDUCATION

Bachelor of Design (B.Des) – Fashion Design 2008-2012

National Institute of Fashion Technology (NIFT), New Delhi

10+2 2008

St. Maria Goretti Inter College, Bareilly

PROFESSIONAL SUMMARY

Innovative and **Award-winning Art Director** with 13+ years of experience in **creative leadership, brand storytelling, campaign design, and digital-first visual strategy**.

Proven expertise in transforming **brand identities, leading cross-functional creative teams, and developing high-impact marketing materials across retail, e-commerce, and lifestyle industries**.

Passionate about merging cultural heritage with modern design to build emotionally resonant and commercially successful brand experiences.

WORK EXPERIENCE

Creative Head Dec 2025 – Present

Kult Beauty app - Gurugram, Haryana

- **Lead art direction and visual language** for the Kult Beauty app across campaigns and daily experiences
- **Manage a team of designers, copywriters, and video editors**, conceptualising moodboards and owning creative execution from concept to final in-app delivery
- Collaborate with content creators and UX/UI teams to deliver cohesive, on-**brand visuals and a premium app experience**

Art Director – Creative Marketing Nov 2022 – Nov 2025

Reliance Brands for Ritu Kumar & Satya Paul - Gurugram, Haryana

Ritu Kumar - Ritu Kumar, Ritu Kumar Couture, Aarke, Label RK and RK Home

- **Led 360° creative direction** across **all Ritu Kumar brands**, driving integrated campaigns for **seasonal collections, digital marketing, and in-store branding**.
- Collaborated with marketing teams and brand managers to strategise and execute cohesive rollout plans aligned with business goals.
- **Directed a team of graphic designers**, streamlining workflows and elevating visual consistency across digital and print platforms.
- Contributed to **UI and content enhancements** on the **Ritu Kumar website**, improving **user experience and e-commerce performance**.
- **Supervised production** of brand storytelling assets—**photoshoots, lookbooks, and films**—ensuring a distinctive and cohesive visual identity.

CORE SKILLS

Creative Direction • Campaign Strategy •
Visual Identity • Print & Editorial Design
UI/UX Design • Fashion & Lifestyle
Branding • Digital Marketing Creative •
Art Styling
Content Production • Cross-Functional
Collaboration • Team Leadership •
Brand Storytelling

TECHNICAL SKILLS

Technical Skills

Adobe Creative Cloud (Photoshop,
Illustrator, InDesign, XD), Figma, Sketch,
Webflow, Shopify, WordPress, Canva

Satya Paul

- Reimagined Satya Paul's **visual identity** by merging modern aesthetics with the brand's iconic print heritage across digital, retail, and editorial platforms.
- **Led the end-to-end creative development of Satya Paul Home catalogues —styling, layout, and visual storytelling**—positioning the collection as an extension of the brand's design philosophy.
- Collaborated with marketing, merchandising, and e-commerce teams to ensure cohesive and compelling communication across all customer touchpoints.
- Trained and guided in-house designers, streamlining creative processes and elevating design quality across teams.
- **Directed high-impact content production, including photoshoots, campaign videos, and product visuals, enhancing brand engagement and recall.**

Associate Design Manager

Sep 2021 – Oct 2022

Snapdeal – Gurugram, Haryana

AWARDS

- **Recognized** for beautifully crafted, **end-to-end campaigns, catalog shoots, and moodboard** development across all **Ritu Kumar** brands.
- “**Customer Champion**” Award – Snapdeal (2022)
- “**Most Innovative Design Collection**” – NIFT
- **Regional Finalist – Wills Lifestyle DEBUT 2011**
- **Bronze Medal – SAARC International Youth Festival Poster Design**

Associate Design Manager

Sep 2021 – Oct 2022

Snapdeal – Gurugram, Haryana

- Spearheaded end-to-end **planning and execution of high-impact campaigns**, including festive promotions, seasonal sales, product/category launches, experience zones, and sales booster initiatives.
- **Led the design and development of standardized campaign kits** encompassing UI/UX experiences, themed modules, micro-interaction zones, landing pages, gamified elements (games/coupons), and media collateral (banners, interstitials, animations, and graphics).
- Designed **communication material** across multiple channels including emailers, social media posts, WhatsApp creatives, and stories.
- Successfully launched major campaigns such as the **Navratri Durga Puja Store, Diwali Store, Wedding Store, Winter Store**, and revitalised the iconic “**Toofani Sale**” with fresh visual direction.
- Honoured with the “**Customer Champion**” award at Snapdeal for significantly enhancing customer engagement through innovative and user-centric design communication.

Product Designer – (Freelance)

Mar 2021 – Sep 2021

DOMS Industries Pvt. Ltd. – Remote

- **Conceptualized, illustrated, and authored original storybooks and coloring books** for children, integrating educational themes with playful visuals.
- **Redesigned packaging** for notebooks, pencils, and art supplies, enhancing shelf appeal and brand recognition.
- **Collaborated with product and marketing teams to develop new stationery lines** with cohesive visual storytelling.
- Delivered print-ready assets using Adobe Illustrator and InDesign, ensuring design accuracy across all formats.



Freelance Designer

Sep 2020 – Sep 2021

Remote

- Delivered brand identity, campaign design, and digital graphics for brands like **ASF Films** and Folk Bells.
- Designed Posters for films/web series featured on **Disney+ Hotstar, Zee5, and MX Player.**
- Produced website and social media design assets for lifestyle and entertainment brands.

Founder & Creative Director

Nov 2018 – Sep 2020

ASAGA – Mumbai

- Launched a boutique ethnic fashion label integrating traditional art and modern silhouettes.
- Led visual branding, product styling, and all digital touchpoints.

Creative Lead

Aug 2016 – Oct 2018

Trinity Circle – Mumbai

- Led garment development, branding, website management, and product styling.

Graphic, Visual & UI Designer

Nov 2014 – Jul 2016

Snapdeal – Gurugram

- Designed banners, landing pages, eBooks, and campaign visuals.
- Initiated and designed Wonderchef Recipe Book with Sanjeev Kapoor.

Fashion Designer – Kidswear

Jun 2013 – Oct 2014

Birbal Design Exports – Gurugram

- Designed comprehensive fashion assets including embroideries (machine and hand), sampling, sourcing, print development, and finishing, along with creating graphics for the website and brand presentations.

Fashion Designer – Kidswear

Nov 2012 – May 2013

Omega Designs Brand Nautinati – Gurugram

- Developed end-to-end fashion design elements including embroideries, sampling, sourcing, print and finishing, along with creating graphics for the website and presentations.

Assistant Designer

Aug 2012 – Oct 2012

Joy Mitra – Wills India Fashion Week

- Assisted in embroidery, sourcing, and backstage production.