

# ANKITA SAGAR

## Art & Creative Director



### CONTACT

+91 9643111564

sagar.ankita1708@gmail.com

www.ankitasagar.com

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

### 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.

### 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.

## 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

## 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**

### 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*

- 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.