Piyush Punj.



CREATIVE HEAD · DESIGN LEADER

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Leading design at the intersection of product and brand, building teams and systems that scale visual storytelling without losing craft, and that move real business numbers.

EXPERIENCE

Design Lead — Noon Minutes (UAE, SAUDI, EGYPT)

DUBAI · JAN 2025 – PRESENT

- Own UI/UX and brand across the platform — product experience, campaign creative, and off-app brand expression for the Gulf's fastest-scaling quick commerce.
- Directed a full rebrand — identity, tone of voice, packaging, campaigns — and govern a unified design system across product and marketing.
- Lead and mentor a multidisciplinary team; performance-first creative delivering double-digit lifts in CTR and engagement.

Design Manager — Swiggy

BENGALURU · JAN 2022 – JAN 2025

- Led product and campaign design for one of India's largest consumer platforms; streamlined the pipeline to ship 100+ creatives weekly.
- Conceived and shipped 500+ themed and brand merchandising campign, improving click-through rate and brand recall across app touchpoints.

Art Director — Hashtag Orange

GURUGRAM · OCT 2020 – DEC 2021

- Directed brand campaigns for Snickers, Wildcraft and more; built brand systems across every visual touchpoint.

UI/UX & Brand Designer — Vital

NEW DELHI · NOV 2019 – OCT 2020

- Defined brand language and design system; designed the end-to-end product experience.

UI/UX & Visual Designer — Affairal

BENGALURU · JUL 2018 – OCT 2019

- Product UI, brand visuals, and design guides across web and social.

Earlier — Brand Designer, India Design Project (2017–18) · Creative Designer, BBDO (2017)

SKILLS

Creative direction · Brand strategy · Design systems · UI/UX · Art direction · Illustration · Typography · Packaging · Team leadership · DesignOps

AI STACK

Midjourney · Adobe Firefly · Runway · Sora · higgsfield · Figma Make · Lovable · ChatGPT · Claude · freepik.ai

TOOLS

Figma · Photoshop · Illustrator · Procreate · Affinity · Adobe XD · Framer .

EDUCATION

B.Des, Fashion Communication
NIFT Delhi · 2014–2018

SELECTED PROJECTS

Royal Enfield — illustration project
Everpress — print design & illustration
London Lady Pista — album artwork
H7O — branding & packaging
Camp+ — website design
TOBO Hostel Delhi — branding
Spice Station — branding & store design
Card for Cause — card design

Open to Creative Director / Head of Design roles — India & UAE

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