Garima Tewari

Brand & Product Designer
Design Strategist
Illustrator

As a multidisciplinary designer who enjoys turning ideas into clear, compelling visual stories, my experience spans across multiple verticals. This includes digital user experiences for broadcast and telecommunications, hardware upgrade journeys, editorial illustration, F&B rebranding, and brand building with supporting collaterals. Across every project, I balance thoughtful design with strategic insight to create work that's engaging and effective.

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LinkedIn : Garima Tewari | Portfolio : Garima's Design Space

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Experience

Foolproof (A Zensar Company) / Senior Visual Designer

OCTOBER 2025 - PRESENT, REMOTE

- Leading the design team for Sky UK Ltd.'s **Sky Stream and Sky Glass product portfolio.**
- Improving the digital purchasing experience across key user journeys by performing experimentation and optimisation that have **increased overall CVR by an average of 9.2% for each product.**
- Analysed user testing data and live performance data to collect real time insights and build creative strategy, usability improvements, and design solutions.
- Managing stakeholder relationships and collaborating with teams to plan, prioritise, and deliver product experimentation from ideation through launch.
- Collaborating with cross functional product designers, researchers and developers across sectors including e-commerce, finance, and technology.
- Translated market research and user insights into creative strategies and visual solutions.
- Contributed to the India studio culture through team initiatives and cross team collaboration, while also contributing to building and strengthening the Foolproof brand by helping define its brand language, structure, and visual consistency.

Foolproof (A Zensar Company) / Midweight Visual Designer

AUGUST 2023 - SEPTEMBER 2025, REMOTE

Foolproof (A Zensar Company) / Junior Visual Designer

FEBRUARY 2022 - JULY 2023, REMOTE

Tata Consultancy Services / Visual Designer

AUGUST 2019 - SEPTEMBER 2020, PUNE

- Worked on two UI focused projects, contributing to visual and icon design. Designed interface elements and icons for an internal Disaster Management and Assessment application, as well as an Internal Systems Management platform.

Skills & Software

Design Stack

- Adobe Creative Suite : Illustrator, Photoshop, InDesign, After Effects
- Microsoft : O365, Loop, Planner
- Figma
- Miro
- Contentsquare
- Adobe Customer Journey Analytics
- Confluence
- Jira Align

Design Skills

- Brand Design & Development
- Merchandise Design & Packaging
- Illustrations
- Competitor Research and Market Study & Analysis
- Creative Strategy
- Design Thinking
- Visual Design
- UX Audit and UserZoom Testing & Analysis

Soft Skills

- Adaptability
- Leadership & Collaboration
- Communication

Education

Symbiosis Centre for Distance Learning / Diploma Certificate Intellectual Property Rights
AUGUST 2024 - JULY 2025, PUNE

- Authored a research paper on Trademark Dilution and Brand Protection in India with reference to the Amul vs. Amul Macho case.
- Studied core IPR laws including trademarks, copyrights, patents, and designs.

University of the Arts London / Master of Arts, Design Management
OCTOBER 2021 - DECEMBER 2022, LONDON

- Researched and authored my thesis on exploring the power of nostalgia as a branding and marketing tool in India's FMCG sector.
- Studied strategic design thinking, brand & innovation management, creative leadership, business sustainability and consumer behaviour.

Symbiosis Institute of Design / B.Des, Fashion Communication
JUNE 2015 - JUNE 2019, PUNE

- Specialised in Branding and Marketing

Achievements

UAL International Postgraduate Scholarship / October 2020

PR and Promotions Head, Student Council / July 2017 - August 2018