

Achala Ganesan

Senior Freelance Brand + Web designer.

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Experience

Senior Manager, Design @ Shogun

Jan 2022 - November 2023

Led the operations, strategy, vision and execution for the brand, website and marketing design efforts. Collaborated with cross-functional stakeholders and leaders across the product and marketing orgs

Owned design ops, OKRs, roadmaps and launch calendars

Created and implemented the marketing project management system, reducing the time to launch by 25% and championed GTM project visibility within the company

Creative Lead @ Uberflip

April 2020 - Nov 2021

Spearheaded the brand refresh and website project, managing and executing designs for all web properties, multi-channel marketing collateral and employer branding

Managed a cross-functional design team, accelerated creative and development timelines by implementing optimized workflows for cross-team requests

Led the AODA project for WCAG 2.0 AA compliance across all digital properties, within a 5 month timeline

Sr. Creative Designer @ Social Beat

Jan 2018 - Nov 2019

Led a 4-member design team across 3 cities for 15+ clients, including top revenue accounts to create marketing collateral for print and digital

Drove design and brand strategy for top revenue accounts in FMCG, finance, real estate, and retail

Championed design's strategic impact via client workshops and service design approaches

Design Lead @ 8K Miles Media Group

Feb - Oct 2017

Led visual design efforts for 6 digital, print and radio media acquisitions as the sole designer of the company. Conceptualized and designed the first-ever centralized microsite for media kits, increasing revenue potential for newer acquisitions

Marketing Associate @ The MOSTE

Oct 2016 - Feb 2017

Collaborated with clients in the travel and sustainable tourism space to develop and optimize digital content for websites, presentations and social media. Clients incl. Epler Wood Intl, Harvard University, SW Associates

Skills

Figma

Adobe Suite (Photoshop, Illustrator, InDesign)

Design Thinking + Facilitation

UX + Service Design

UI + Web Design

Brand Strategy + Art Direction

Project Management (Asana, Notion, Slack)

Illustration

Awards

Finalist, Cannes Young Lions Marketers 2018

LIM College MPS Scholarship Award 2016

LIM College Graduate Student Leadership Award 2016

Vogue Honors 2012

Education

LIM College (2016)

MPS Master of Professional Studies, Fashion Marketing

University of Leeds (2012)

Study Abroad Semester, School of Design

National Institute of Fashion Technology (2014)

Bachelor of Design