PRAGYA PRIYAM.

CREATIVE STRATEGIST AND DESIGN LEAD

I lead brand and design work from the first brief to the final file: identity systems, campaigns and digital products. Over six years I've worked with global companies and early-stage startups, and managed design teams of 20+, across consumer goods, beauty, fintech, real estate and more.

6+	146	20+	10+
YEARS LEADING DESIGN	PROJECTS DELIVERED	DESIGNERS LED	COUNTRIES

ABOUT

Creative strategist and design lead pairing six years of hands-on design with an MBA in Strategy & Leadership, working where brand strategy meets execution. I lead teams and systems that make big brands consistent and young brands memorable.

From Istanbul and London to Dubai and Pennsylvania, I have directed identity, campaign and product work for global enterprises and fast-growing ventures, from an award-winning brand transformation in enterprise software to a full product launch in fintech.

CONTACT

Portfolio	**pragyapriyam.com/work ↗**
Email	**pragyapriyam3@gmail.com**
LinkedIn	**in/pragyapriyam ↗**
Behance	**behance.net/pragyapriyam1 ↗**
Dribbble	**dribbble.com/pragya-priyam ↗**
Availability	**Remote, worldwide**

EXPERIENCE

2024 — Present

DUBAI, UAE

Creative Director

One Crypto Ventures & iTeller

I lead brand, creative strategy and design across launches, events and social. I directed the iTeller token launch, from the marketing system to whitepapers and investor decks, oversaw the website and app, and directed the design and production of iTeller ATMs manufactured in China.

2023 — 2024

PENNSYLVANIA, USA

Brand Director

Qliktech

I led design within Qlik's brand identity transformation, rebuilding e-books, whitepapers, data sheets and case studies on the new system, and created templates that sped up approvals. Recognised with a Customer Appreciation award.

2022 — 2023

DELHI

Art Director

Moksha Media Group

I led a team of 20+ designers on Lakmé, Vaseline, Novology, Parachute, Saffola and Whirlpool for Amazon, HUL, TATA and Marico: A+ content, key visuals and social, microsites for Revive and a website for Reliance. I also trained Amazon's editing team in Figma.

2021 — 2022

FRANCE

Lead Graphic Designer

PractiCode LLC

I led a team of designers and developers, and designed EVown, a full social platform for EV drivers with dashboards for drivers and station managers.

2020 — 2021

MUMBAI

Lead UI/UX Designer

Brevity × Whirlpool

I led the design of a women's-safety platform built on POSH workplace guidelines, from user research to tested prototypes and a full style guide.

2020

ISTANBUL · LONDON · DUBAI

Graphic & Web Designer

MeLway, Amnick, Exlance

Social, editorial and launch design, including the City Pulse e-magazine in London and 150+ posts and reels in two months for a crypto firm in Dubai.

SELECTED WORK

Four collections, 146 projects. A few from each, every one linked to its case online.

BRAND IDENTITIES

37 projects ↗

- Making Changes Association ↗
- Center for Adult Dentistry ↗
- Sacred Revival Wellness Center ↗
- Big Block Construction ↗
- Currie Creek ↗
- Sanchez Capital Management ↗

WEBSITES & PRODUCTS

34 projects ↗

- Qlik ↗
- Strength Screen Printing ↗
- Flexi P2P ↗
- Bright Spark Media ↗
- GMG Jewellers ↗
- Channel Islands Charters ↗

CAMPAIGNS

53 projects ↗

- Vaseline ↗
- Novology ↗
- Regina JazzFest ↗
- Lakmé ↗
- Kimirica ↗
- Vuntut Gwitchin Government ↗

SOCIAL

22 projects ↗

- Parachute ↗
- Dr. Dave Cutts ↗
- Hair & Care ↗
- SW Roofing ↗
- John Holland Real Estate ↗
- Currie Creek ↗

Browse the full archive ↗

DETAILS

EXPERTISE

Creative direction · **Art direction** · **Brand identity**
Brand strategy · **Design systems** · **Campaigns**
Social content · **UI/UX & product** · **Team leadership**

EDUCATION

MBA, Strategy & Leadership
2026-28

BBA, Business Administration
BACHELOR'S DEGREE

RECOGNITION

Customer Appreciation award, Qliktech
MARCH 2024 · FOR OUTSTANDING CONTRIBUTIONS TO QLIK'S BRAND TRANSFORMATION

TOOLKIT

Design
Figma · Photoshop · Illustrator · InDesign · Adobe XD · Adobe Express · Sketch · Procreate

Motion
After Effects · Premiere Pro · Vyond · Animaker · VideoScribe · Doodly · FlipaClip

AI
Claude · ChatGPT · Gemini · Midjourney · Higgsfield · Adobe Firefly · Runway

Web
Framer · Webflow · WordPress · Wix

Collaboration
Miro · Notion · Slack · Canva · Metricool

Assets
Envato Elements · Adobe Stock · Unsplash · Pexels · Vimeo

COURSES

Design-Led Strategy: Design Thinking for Business Strategy and Entrepreneurship
THE UNIVERSITY OF SYDNEY · COURSERA · 2026

User Experience Research and Design Specialization
UNIVERSITY OF MICHIGAN · COURSERA · 2026

Adobe Photoshop CC: Essentials · Complete Web Design: Figma to Webflow
UDEMY · 2023 · 2022

CLIENTS

Amazon · Unilever · Vaseline · Lakmé · Novology · Marico · Parachute · Saffola · Reliance · TATA · Whirlpool · Qlik · boAt · Kimirica · TeamLinkt · Harvard Media · SalonScale · Outbuild · SaskToday · Cruz FM · Kimura Soap Co. · Seaside Wealth Management · Aurora Skies Resorts · Gwich'in Tribal Council · Vuntut Gwitchin First Nation · Bright Spark Media **and 50+ more**

GOT A BRIEF?

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PRAGYAPRIYAM.COM · LINKEDIN.COM/IN/PRAGYAPRIYAM

EVERY PROJECT STARTS WITH A BLANK SHEET