

Nazm Saigara

Creative Director | Design Strategist

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Creative Director with over 11 years of experience in leading design teams and driving digital transformation through brand strategy and marketing. Expertise in design leadership, digital marketing, and performance optimisation, delivering innovative, user-centric solutions that drive measurable business growth. Proficient in executing data-driven campaigns across multiple channels, utilising analytics to refine strategies and enhance user experiences. Proven track record of managing cross-functional teams, optimising workflows, and establishing scalable design systems that ensure brand consistency and meet business objectives.

Key Achievements

- Increased brand engagement by 15% and web traffic by 35% through data-driven email marketing campaigns.
- Mentored and led a design team of 15, improving team retention by 90% and reducing delivery time by 20%.
- Enhanced lead generation by 15% and conversions by 25% through optimised digital design strategies.
- Reduced production time by 35% by implementing scalable design systems for top educational institutions.

Work Experience

Creative Director

Malted Minds | February 2018 – Present

- Led digital marketing strategies for luxury hospitality brands such as Taj Hotels and JW Marriott, increasing brand engagement by 25%.
- Rebranded Nature's Basket, driving a 30% increase in customer retention through strategic storytelling.
- Directed a team of designers, improving project turnaround by 20% through agile methodologies.
- Established partnerships with leading design studios such as Landor, Beyonddesign, Indigo Consulting, and LIQVD ASIA, to deliver industry-leading projects.

Design Manager

Emeritus | April 2021 – January 2023

- Spearheaded digital branding strategies for prestigious educational institutions such as Kellogg Northwestern, MIT xPRO, Wharton, and London Business School, achieving a 25% increase in online visibility.
- Led marketing campaigns across 12+ schools, contributing to a 15% improvement in lead generation.
- Managed a 15-person design team, optimising workflows through task automation and cross-departmental collaboration.
- Leveraged data analytics to enhance social media campaigns, resulting in a 20% increase in engagement.
- Orchestrated collaboration between designers, writers, and marketers to ensure alignment with business objectives.

Senior Art Director

L&K Saatchi & Saatchi | October 2017 – February 2018

- Led marketing and merchandising initiatives for Idea Cellular, enhancing creativity and strategic impact.
- Developed brand experiences by blending digital and traditional channels, increasing customer engagement.

Art Director

Scarecrow Communications | April 2016 – September 2017

- Reimagined product packaging for Rasna Fruit Fun, blending innovative designs with market insights.
- Designed and executed digital marketing and merchandising strategies for leading brands such as Viacom 18, Nickelodeon, Reliance Home Loan.

Junior Art Director

iContract Advertising | September 2014 – March 2016

- Designed and executed creative communication strategies for brands such as Shoppers Stop and Tata Docomo, increasing audience engagement.
- Developed brand storytelling and digital campaigns contributing to the successful launch of Truly Madly.

Graphic / UI Designer

Colourcraft Studio | April 2013 – August 2014

- Designed and launched brand identities for establishments like D'Bell Cafe & Lounge and Kesari Ras, boosting their digital presence.
- Delivered integrated digital marketing and merchandising solutions across print and web platforms.

Skills

- **Creative Leadership & Team Management:** Expertise in leading and mentoring cross-functional teams to deliver high-quality digital assets aligned with campaign objectives.
- **Digital Design & UX/UI Expertise:** Advanced proficiency in Adobe Creative Suite, Figma, Canva, and UX/UI design principles to create engaging, user-friendly digital experiences.
- **Performance Optimisation & Data-Driven Design:** Skilled in using metrics (e.g., CTA, CTR, Conversion Rate) and A/B testing to optimise campaigns and maximise ROI.
- **Digital Marketing Strategy:** Skilled in creating and executing data-driven campaigns to enhance brand visibility, engagement, and lead generation, driving measurable business growth.
- **Cross-Functional Collaboration:** Proven ability to collaborate with marketing, product, and sales teams to optimise visual content for digital platforms and enhance engagement.
- **AI & Automation in Design & Marketing:** Expertise in leveraging AI tools for design optimisation, content personalisation, and data-driven marketing strategies to improve user engagement and streamline workflows.

Education

- **Diploma in Commercial Art**
Nirmala Niketan Polytechnic | 2013

Certifications

- **Advertising and Marketing Communication Strategy**
Kellogg School of Management | 2022
- **MIT's Approach to Design Thinking**
MIT Sloan School of Management | 2023