Riddhi Savant

Brand & Multidisciplinary Designer | Brand Systems, Campaigns, Digital, Motion

London, UK | Email | Contact | LinkedIn | Website | Vimeo

8+ Years · 50+ Projects · 25+ Global Clients · Brand Built & Evolved Through Acquisition · 41× Demo CTR · 4 Creative Awards
Brand and multidisciplinary designer with 8+ years across global consultancy and B2B SaaS, creating distinctive visual experiences across brand, campaigns, web, digital and motion. Experienced translating complex ideas into clear creative concepts and scalable visual systems, taking projects from initial brief through to multi-channel delivery. Combines strong visual craft and storytelling with cross-functional collaboration across marketing, product and commercial teams.

AREAS OF EXPERTISE

Brand & Campaign: Brand Identity, Visual Systems, Brand Guidelines, Campaign Design, Digital Advertising, Social Creative, Art Direction, Typography & Layout, Illustration, Iconography
Web & Digital: Web Design, Digital Design, UI Design, Figma Component Systems, Landing Pages, Template Systems, Visual Hierarchy, Product Explainers
Motion & Storytelling: Motion Design, Animation, Storyboarding, Video Editing, Visual Storytelling, Presentation Design, Information Design, Data Visualisation
Creative Delivery: Concept Development, Multi-project Delivery, Cross-functional Collaboration, Stakeholder Presentation, Creative Reviews, External Partner Direction
Tools: Figma, FigJam, Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Cinema 4D, PowerPoint, Canva, Wix
AI-supported workflow: ChatGPT, Claude, Midjourney and NanoBanan.

KEY ACHIEVEMENTS

- **Brand & Digital Growth:** Built and evolved HireAra's brand from the ground up through acquisition, developing the visual identity and scalable systems across web, product, campaigns and motion; a website repositioning from login-first to demo-first contributed to a **41× increase in demo CTR and 477% growth** in unique visitors.
- **Global Multidisciplinary Delivery:** Delivered brand, motion and digital creative across **50+ projects for 25+ global clients** at Deloitte Digital, translating complex subjects including AI, blockchain, IoT and cloud into clear visual narratives.
- **Social & Motion Performance:** Produced customer storytelling and motion content at The Access Group, including a testimonial film achieving **14.08% engagement, 9,836 impressions and 700 clicks within four days.**

WORK EXPERIENCE

Marketing Program Manager | The Access Group, formerly HireAra | London, UK **April 2025 – September 2026**

- Led cross-functional creative delivery across various B2B products following acquisition, planning campaign strategy and creatives across brand, web, social, paid & product launches in collaboration with marketing, product & sales teams
- Developed scalable creative systems across web, social, email, paid and sales content, creating reusable assets and templates to maintain consistent execution across products and audiences.
- Produced motion and video-led product launch, founder stories, feature highlights and customer storytelling content across digital and social channels.

Brand & Content Lead | HireAra (part of The Access Group) | London, UK **August 2023 – April 2025**

- **Brand & Visual Systems:** Built and evolved HireAra's brand from the ground up, redesigning the logo with a custom typeface and establishing visual identity principles, brand guidelines, templates and reusable assets adopted across marketing, sales, product and customer teams.
- **Web & Digital:** Worked upstream of execution across audience, positioning, messaging and digital brand experience, designing four responsive website iterations across desktop and mobile as the product, market and customer proposition evolved.
- **Product Design:** Developed a brand-aligned product visual language and scalable Figma component, icon and template systems, shaping onboarding flows and a unified interface.
- **Motion & Storytelling:** Developed HireAra's motion language across logo animation, product explainers, founder content and customer storytelling, while briefing and art-directing external video production partners.

Motion & Graphic Designer | Deloitte Digital | Mumbai, India **July 2017 – August 2022**

- Led brand, campaign, motion and digital design from concept and storyboarding through final delivery across 50+ projects for 25+ global clients.
- Translated complex subjects including AI, blockchain, IoT and cloud into clear visual narratives across campaigns, presentations, infographics, data-led visualisations, product explainers and film.
- Pioneered a mixed-medium video format combining stock and animation, leading to repeat commissions across multiple clients, with one series expanding from one video to eight.
- Designed UI for an AR client engagement platform adopted for full immersive development and co-developed a COVID awareness game recognised by the Game Development World Championship.
- Collaborated across global studios in Mumbai, Denver and Zurich, presenting creative work to stakeholders while mentoring junior designers through workshops and creative reviews.

Motion & Graphic Designer | Freelance | India **December 2019 – Present**

- Deliver motion design and visual storytelling across freelance briefs, taking work from concept through production and adapting creative direction, animation and video to different requirements.

Graphic Designer | Oppositehq (2016-2017), J.W.T (2016), Aadarshila (2015)

- Early-career agency experience across advertising, brand, print and OOH creative.

AWARDS

- **Awescars, Best Sound in Film 2020,** Global Deloitte Studios Competition
- **2 Applause Awards, Creative Excellence** 2021, Deloitte US Film Lead and Tech Client
- **Spot Award, Visual Design Leadership** 2021, AR client engagement platform
- **Academic Excellence, Best Graphic in Animation** 2017 SID, Pune, India

EDUCATION

MA Design for Social Innovation and Sustainable Futures | Merit | October 2022 – December 2023
London College of Communication, University of the Arts London, UK.

BDes Communication Design | 3.6/4 CGPA | June 2013 – June 2017
Symbiosis Institute of Design, Pune, India.