Pallavi Singh

pallavisingh.art

Sr. Brand Designer | Visual Design Systems · Motion · Marketing Design

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Profile

I help fintech, cybersecurity, and B2B tech brands drive performance and communicate with confidence through scalable brand systems and multi-channel campaigns. Working across motion, illustration, typography, and digital design, I turn complex concepts and business goals into visual experiences that feel intuitive and human

Experience

Sr. Brand Designer 07/2025 – 05/2026

Marqeta · Remote

- Led visual design for Marqeta's largest web initiative, building a scalable visual language across 8 new Consumer and Commercial Solutions pages, supporting stronger engagement and funnel progression
- Owned end-to-end visual design and developed engaging product illustrations for new launches and abstract technology concepts like Flexible Credentials
- Defined motion guidelines for agency partners for flagship fintech events including Money 20/20 US 2025, with OOH animated ads featured at LAS Airport
- Partnered with product marketing to customize and strengthen pitch decks for high-stakes sales conversations
- Supported demand generation for flagship European events including FTT Fintech by designing experiential brand assets and ebooks
- Integrated AI tools (Claude) to cut concept exploration time by ~30% while maintaining brand integrity

Sr. Graphic Designer 10/2024 – 07/2025

Fifty410 · Remote

- Expanded a 12-page brand guide into a 60+ component visual system, scaling assets consistently across web, email, community app, and product packaging
- Developed illustration system and logo designs for verticals as part of brand voice exploration and expansion of design toolkit
- Independently built 10+ social and motion templates enabling internal teams to execute on-brand at scale

Sr. Graphic Designer 03/2023 – 08/2024

Novel Capital · Remote

- Led the brand repositioning, evolving the company's story from transactional lender to trusted strategic partner for early-stage founders
- Built and scaled complete illustration and iconography system of 50+ custom assets applied across high-impact digital marketing assets including landing pages, email campaigns, paid ads, OOH, and one-pagers to support acquisition and product marketing initiatives
- Redesigned key website experiences and launched a new platform page, improving product storytelling, conversion rates, and inbound lead generation
- Partnered with the CEO and COO to design Series A investor decks, translating complex financial and technical concepts into clear visual narratives

Graphic Designer 06/2021 – 01/2023

Rubrik · Palo Alto, CA

- Owned visual design across integrated marketing campaigns spanning paid, social, email, webinars, events, ebooks, and motion content
- Self-directed and produced a kinetic typography launch video for the Rubrik + Microsoft Sentinel integration, translating complex cybersecurity concepts into a bold, engaging motion narrative
- Led the design of an event branding toolkit spanning web, social, email, swag, and environmental graphics for Rubrik's global Hackathon initiative

Visual Designer 07/2015 – 07/2019

NIIT · Gurgaon, India

- Designed digital learning experiences, multimedia content, and branded assets in collaboration with UX/UI, development, and instructional teams
- Created motion graphics, storyboards, and visual content for enterprise clients including Shell, ABB, Equinor, and World Bank Group, ensuring cohesive brand application across enterprise learning experiences

Education

Master of Business Administration – Organizational Leadership, Humphreys University, Stockton CA 07/2025 – Present

Master of Fine Arts – Visual Communication Design, Rochester Institute of Technology (RIT), Rochester, NY 08/2019 – 05/2022

GPA: 3.8/4

Bachelor of Fine Arts – Applied Art, University of Delhi, College of Art, New Delhi, India 08/2011 – 05/2015

Skills and Achievements

Design: Branding, Visual Design, Integrated Campaign Design, Motion Design, Presentation Design, Typography, Illustration, Infographics, Data Visualization, Web Design

Tools: Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Firefly, Premiere Pro, Audition), Figma, Lottielab, Cinema 4D, Spline, PowerPoint, Google Slides, Keynote, HubSpot, Unbounce, WordPress, AI-Assisted Creative Tools (Claude, Flora)

★ Adobe Creative Jam Winner (2024) · ★ RIT Graduate Showcase Finalist (2020) · ★ Award of Excellence, NIIT India (2018) · ★ Brandon Hall Awards, NIIT India (2013)