



meetul mewada

General Manager-Creative | Visual Communication Leader

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Portfolio Link ⓘ <http://meetulmewada.wordpress.com>

EXPERT IN CREATIVE EXECUTION & VISUAL STRATEGY

A creative force who blends data-driven marketing, design & storytelling to scale brands & maximize performance. Passionate about crafting high-impact, conversion-optimized visuals across digital, retail & omnichannel experiences. Adept at bridging strategy, execution & leadership to transform brand narratives & business outcomes.

KEY SKILLS

- ✔ **Brand Strategy & Identity:** Driving brand evolution for business growth.
- ✔ **Creative Leadership:** Leading & mentoring teams to execute high-impact campaigns.
- ✔ **Performance Marketing & Conversion Optimization:** Engineering creatives that drive revenue.
- ✔ **Omnichannel Design Execution:** Mastering cross-platform creative strategy.
- ✔ **Data-Driven Storytelling:** Applying behavioral insights for compelling narratives.

TECHNICAL SKILLS

Adobe Photoshop . Illustrator . Concept Sketching . UI/UX . Social Media Art

PERSONAL DETAILS

Name: Meetul Mewada
DOB: 26th August 1987
Gender: Male
Languages: English, Hindi, Marathi, Gujarati, French (learned & forgot), Spanish (just started)

HOBBIES

Reading, Drawing, Writing, Pottery, Exploring Food, Riding Motorbike, Collecting & Sometimes Using Stationary, Accumulating facts. I ❤️ Science, Genetics, Psychology & Creative evolution.

EDUCATION

- 2019 - 2020 IIM Calcutta-Executive Program
Digital & Social Media Marketing Strategy
- 2010 - 2012 Course in Graphic Design
Frameboxx Institute of Animation & VFX
- 2006 - 2009 Bachelor Of Science (Biotechnology)
Pillai's Institute of Arts, Commerce & Science

EXPERIENCE

- Oct 2023 - Present **Creative Consultant - Design & Branding**
Gynoveda Femtech Pvt. Ltd. (D2C & Clinic)
- Provide ongoing creative direction across branding, ads, packaging & product launches.
 - Optimize ad performance and brand experience through hands-on design & messaging support.
 - Partner with internal teams to sharpen strategy & elevate execution.
- Aug 2020 - Oct 2023 **Deputy General Manager-Design & Branding**
Gynoveda Femtech Pvt. Ltd. (D2C & Clinic)
- Repositioned brand from IVF clinic image to Ayurveda-first identity.
 - Increased ROAS (3.0), CTR (1.5%), and conversions (2.5%+) through performance-led design on Meta, Amazon & marketplaces.
 - Led design & rollout of 25+ clinics across India, covering branding, interiors & communication. Yes, i picked tissue papers too.
 - Led packaging concept development for 40+ product launches, ensuring strong shelf appeal, consistency & performance-focused visual.
 - Redesigned website UI/UX for customer-centric, high-conversion journeys - added trust signals, clear copy & scalable structure for 40+ SKUs.
 - Increased creative team output by 50% through workflow optimization & clear prioritization (80/20 rule).
- Nov 2018 - March 2020 **Sr. Graphic Designer**
Planet Superheroes (e-commerce & retail stores)
- Led visual merchandising for 20+ stores to drive in-store impact.
 - Designed merchandise and packaging for licensed superhero brands.
 - Designed fan-focused marketing campaigns that boosted engagement.
- October 2017 - January 2018 **Sr. Graphic Designer**
Repindia Digital Agency (P&G, Tata Sons, Pizza Express, Splash India, Tab Capital, Wave Cinemas)
- Executed integrated campaigns for top clients
 - Delivered cross-channel creative - social, digital, print & motion assets.
- March 2013 - June 2017 **Visualiser - Sr.Visualiser**
CMYK Health Boutique (Four Fountains De-Stress Spa, Jazz Up Salon, NuAyurveda, FF Labs & MyDaily Meal Shake)
- Drove branding & creative direction for multiple verticals: spa, salon, wellness, nutrition.
 - Managed junior designers & scaled visual systems for growing business.
- 2009 - 2010 **Clinical Specialist (Cardio, Neuro & Ortho)**
Medtronics Plc / Bhalani Medicals
- Developed discipline, critical thinking, attention to detail & time management under pressure.