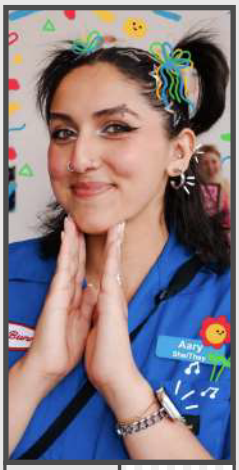
Aaryanna Nijjar-Simmonds

View portfolio at aary.world

aaryannanijjar@gmail.com



Experience

Brand Designer & Creative Strategist
Disco Bunny Studio 03/2024 – Present

Lead end-to-end brand initiatives spanning visual identity, creative strategy, digital design, and social media.

Develop scalable brand systems and compelling content that strengthen audience engagement and brand recognition.

Partner with clients and stakeholders from discovery through execution to deliver cohesive, impactful brand experiences.

Graphic Designer
T-Mobile 03/2022 – 2/2026

Art direct concept-led visual communication for large-scale marketing initiatives, translating ideas into clear brand expressions and merchandise. Collaborate with senior leadership and cross-functional teams to maintain cohesive brand systems and present strategic design recommendations at scale.

Creative Strategist
T-Mobile 09/2020 – 03/2022

Design and art direct brand systems across campaigns, merchandising, and retail environments. Lead visual direction for social, digital, and in-store channels, creating cohesive identities that scale across platforms and support brand growth.

Digital Designer
Independent Consultant 02/2018 – 12/2025

Design product-led brand systems across physical and digital experiences, including identity, UI/UX, print, and social applications. Create cohesive, user-centered solutions that scale across platforms and real-world touchpoints.

Education

Bachelor of Science,
Business Admistration

Minor,
American Sign Language

Liberty University

08/2017 – 01/2020

Capabilities

Art Direction
Illustration
Digital Design
Campaign Design
Brand Loyalty
Product Development
Content Creation
Branding & Strategy
Merchandise Design

Select Partners

TEDx
T-Mobile CEO
Forbes
TikTok
CBS

Tools

Adobe CC
Illustrator
Photoshop
Premiere
After Effects
Figma
Canva
Procreate