

AMAN LALIWALA

Graphic designer who frames insight into experience, connecting strategy, culture, and design to create work with purpose and impact.

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EXPERIENCE

PROJECT LEAD

Exact Sciences X Abbott X SCADpro

- Co-led a multidisciplinary team of designers, researchers, strategists, and producers to develop a cancer screening awareness campaign for CancerGuard.
- Worked closely with both the design and production teams to shape the campaign direction, visual identity, and overall creative execution.
- Designed campaign assets across print, out-of-home, merchandise, social media, and experiential touchpoints to create a cohesive campaign ecosystem.
- Helped translate research findings, stakeholder insights, and user stories into a campaign concept focused on making cancer screening a yearly habit.
- Supported the production team through planning, creative feedback, and on-set collaboration to ensure alignment between the campaign vision and final deliverables.
- Presented campaign concepts, design rationale, and strategic recommendations to client stakeholders and industry professionals.

Mar - May 26

AWARDS

62nd GDUSA

SOGO Branded Packaging

INDIGO DESIGN AWARDS 2026

Packaging Design For Graphic Design Category

INDIGO DESIGN AWARDS 2026

Beverages For Branding Category

EDUCATION

Masters Of Arts Graphic Design And Visual Experience

School of design - Savannah College of Arts and Design

Bachelor Of Design In Visual Communication

Khyati School of Design

Creative Arts Diploma

Kanoria center for arts

OFFICE ASSISTANT

SCADHome

- Served as the first point of contact for students living in SCAD Housing, helping resolve concerns related to housing, facilities, and student life.
- Managed day-to-day operations at the HIVE office, assisting students, coordinating requests, and ensuring issues were addressed efficiently.
- Worked closely with housing staff, facilities teams, and campus departments to communicate and resolve student concerns.
- Supported office operations, administrative tasks, and resident engagement initiatives while maintaining a welcoming and professional environment.
- Built strong communication, problem-solving, and leadership skills through daily interaction with a diverse student community.

Jan - May 26

PERSONALITY & APPROACH

DIRECTOR • EXPRESSER

Leadership, Initiative, Empathetic Communication, Storytelling, Clear Direction

THINKING STYLE

THREE-WAY THINKER

(Synthesist • Idealist • Pragmatist)

Insight Synthesis, Strategic Thinking, PurposeDriven, SolutionOriented

SKILLS

DESIGN TOOLS

Adobe Illustrator • Adobe Photoshop • Adobe Premiere Pro • Adobe Lightroom • Figma • Blender • Sketch up

DESIGN EXPERTISE

Brand Identity • Campaign Design • Visual Storytelling • Creative Strategy • Art Direction • Typography • Marketing Design • UI/UX Design

PROFESSIONAL

Creative Thinking • Team Collaboration • Attention To Detail • Problem Solving • Communication

CERTIFICATION

Design Research & Insight Translation

Lextant

SCADamp: DELIVER Badge

Savannah College of Arts and Design

Figma UI/UX Design Essentials

Udemy

DESIGN LEAD

Housing Savannah x SCAD SERVE

- Led the development of a rebranding initiative for Housing Savannah, working closely with a multidisciplinary team to evaluate the organization's visual identity and communication strategy.
- Conducted stakeholder and brand research to understand community perceptions, organizational goals, and opportunities for growth.
- Developed and pitched three distinct brand directions, each supported by visual systems, messaging strategies, and implementation opportunities.
- Translated research findings into strategic design solutions that aligned with Housing Savannah's mission and future vision.
- Presented branding recommendations and creative rationale to stakeholders, demonstrating how design could strengthen community engagement and organizational impact.

Sep - Nov 24

DESIGN INTERN

Paperclip Design

- Designed social media, branding, packaging, and marketing assets for clients across real estate, FMCG, and lifestyle sectors.
- Contributed to the rebranding of Rajyash through brand research, visual exploration, and strategic design development for new projects.
- Collaborated with creative and marketing teams to deliver design solutions across multiple client accounts in a fast-paced agency environment.

Jan - Arr 24

DESIGN DIRECTOR

DTX Services LLP

- Led the development of the company's brand identity and visual system, helping establish its positioning across digital and print platforms.
- Designed and refined UI/UX experiences for digital products while ensuring consistency across the overall brand ecosystem.
- Managed design workflows, creative direction, and collaboration between design, business, and development teams.

Nov - Dec 23