

Devika Tomar

<https://devikatomar.myportfolio.com/>

CREATIVE DIRECTOR | PRODUCT
MANAGER | B2B & B2C SAAS

Region: APAC | Europe

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INDIA

Great People Managers Award 2021
Winner Featured by **Forbes** / 2021

She The People Digital Women's Award
Finalist Powered by Google / 2020

AREAS OF EXPERTISE

Creative Strategy
Value Proposition
Business Strategy
Work Breakdown Structure
Social Media Strategy
Strategic Decision-Making
Product Design
Design Systems
UX Research & Discovery
Interaction Design & Motion
Solution Design
Prototyping (Figma)
User Testing
Usability Analysis
Accessibility (WCAG)
Digital Advertisement

EDUCATION

BA (HONS.) OF FASHION
DESIGN / PEARL ACADEMY,
DELHI / '15 - '19

[Google UX Design Certificate /
Coursera, 2026](#)

How To Master NFTs / Nas
Academy

How To Launch an NFT Project /
Nas Academy

TECHNICAL SKILLS

Figma, Adobe Suite, Runway,
Adobe Firefly, ChatGPT,
Claude, Otter - AI Notemaker,
Midjourney, NotionAI

Creative Director

Silent Research Labs / Oct 2022 - July 2025 (Managed 3 brands of SRL - TLS, StripChain and Silent Protocol)

The Last Strip / 2023 - Sept '25

Led end-to-end brand and product development for a Web3 gaming initiative, defining visual identity and core character systems using AI-driven tools. Designed and prototyped a high-retention tap-to-earn mobile game, while building detailed Figma wireframes to optimize UX and user flow. Oversaw multi-platform content and creative execution to ensure consistent brand storytelling, and directed social media and email marketing strategy, shaping tone, voice, and overall communication.

StripChain / 2023 - Sept 2025

Aligned brand vision with execution by leading the design of a 1,000-piece NFT collection that boosted community engagement, while directing international roadshows across Turkey, Hong Kong, and Malaysia with end-to-end event branding and creative production. Enhanced ICO onboarding by overseeing sales guide UI/UX, developed investor-ready pitch decks, and managed global agencies and freelancers to execute cohesive, high-impact marketing campaigns.

Silent Protocol / Oct 2022 - July 2025

Led end-to-end creative and marketing strategy, driving a 366% increase in Twitter engagement through high-impact social content and campaigns. Managed multiple PR agencies to secure top-tier media coverage, while producing investor-focused pitch decks and maintaining strong brand consistency across platforms. Built and led a design team, developed a brand mascot and 10,000-NFT collection to boost community engagement, executed gamified campaigns to increase Discord activity, and established PR contingency frameworks to protect brand reputation.

NFT Artist

ConNFT / July 2022 - August 2022

Created Guardians of Aesthetic Devi, a 99-piece NFT project blending generative and hand-drawn art inspired by spirituality. Led community building, AMAs, and investor outreach.

Founder & Creative Director

House of Tomar / 2019 - 2022

- Directed campaign, trend-led fashion visuals, PR campaigns (50+ influencers)
- Featured in Times of India, Cosmopolitan India, and Harper's Bazaar.

Graphic Designer

Freelance / 2019 - 2022

Collaborated with brands like House of Masaba, Hilti India, Design Impact Movement by Titan, Urban Company & Shankar Mahadevan to deliver sustainable design solutions, 2D visuals, and digital assets across fashion and media.