

Nilufer Nisha

Senior Graphic Designer | Visual Design Lead (AI, Motion & Branding)

Senior graphic designer and visual design lead with 9+ years across branding, print, publishing, web and social design for IT, consulting and education brands. Takes work from concept and illustration through layout, quality review and delivery, with AI-generated visuals and video now part of the workflow. Former Design Head who has led, trained and quality-checked design teams.

Bengaluru, India nilufernisha8@gmail.com +91 70909 54684 nilufernisha.com portfolio

nilufernisha.blogspot.com full archive

9+ yrs graphic design and visual communication	4 yrs as Design Head & Quality Controller, leading a team	5 series of books designed and laid out for education publishers	5 awards Mphasis Accolade recognitions in 15 months
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Experience

Nov 2024 –
Present
Bengaluru

Senior Graphic Designer

Access Information Management (Accesscorp) · Access and Triyam brands

- Produce **AI-generated banners, social posts, website feature banners and video**, including a YouTube Shorts ad for Access.
- Design marketing content for Access and Triyam: **eBooks, case studies, long-form infographics**, flyers, emailers, Google Ads and LinkedIn newsletter banners.
- Designed the **company ID card and lanyard system** across four staff types: employees, contract staff, interns and visitors.
- Design the HR & L&D **BUZZ internal newsletter**, podcast branding (virtual backgrounds, open and close slides) and a landing page.
- Create event and brand collateral (retractable banners, table stands, sign holders, T-shirts, certificates) and animated GIF and carousel posts.

Jul 2021 –
Oct 2024

Graphic Designer Vendor → permanent

Mphasis, IT services (year one via SCORG International Consulting)

- Designed logos, catalogues, flyers and **printer user manuals**; illustrated printers from product photographs.
- Created illustrations for books and websites, infographics, and web and app icon sets.
- Contributed print design to **LP_Tassel hardcopies** and design work to the **Gemstone 2.0 enterprise animations** project, earning Synergic Workforce awards for **Delivery Excellence** and **Consistent Performance**.
- **Managed and trained** designers, coordinated the team and reviewed files for quality before delivery.

Jul 2017 –
Jul 2021

Design Head & Quality Controller

Greycaps India Pvt. Ltd., education publishing

- **Led the design team**: weekly work forecasting, task coordination and final quality control.
- Delivered **complete children's books** from illustration to layout, plus posters, for education programmes.
- Created logos, caricatures and original characters; illustrated for books and websites.

2016 - 2017

- Coordinated directly with clients; produced social creatives, wireframes, landing pages, icons and basic video edits.

Freelance Graphic Designer

Kartonbox Marketing & Advertising (2017) · Schaumz Pvt. Ltd. (2016)

- Designed business cards, brochures, social posters and website wireframes.
- Created icon sets for iOS and Android apps and illustrations for websites.

2016

Bengaluru

Design Intern

Realbridge e-Marketing Solutions Pvt. Ltd.

- Business cards, brochures, social posters, infographics and wireframes.

Selected work

Education publishing

Book creation, illustration and layout for Knowledge of India, Pickbrain's Curiosity Kit, theteacher.in, GAP books and TCS iON.

InDesign, Illustrator, Photoshop

Access & Triyam brand programme

Ongoing social, eBook, case study, newsletter and event work, plus AI-generated banners and video. AI ad: youtube.com/shorts/KELnBACKqFk

Illustrator, Photoshop, Canva, AI tools

See the work: nilufernisha.com portfolio site nilufernisha.blogspot.com full archive

Also live on mphasis.com, greycaps.com, knowledgetribe.in, theteacher.in. Greycaps and Mphasis work is confidential.

Recognition

- Sep 2024 Laurel Award, Mphasis
- Jun 2024 Synergic Workforce Award, Mphasis · Consistent Performance, Gemstone 2.0 enterprise animations
- Mar 2024 Laurel Award, Mphasis
- Oct 2023 Synergic Workforce Award, Mphasis · Delivery Excellence, LP_Tassel print hardcopies
- Jun 2023 Kudos Award, Mphasis

Skills

Brand & print

Logo design, branding, brochures, posters, banners, business cards, booklets, ID cards, lanyards, event collateral

Illustration

Digital painting, character design, caricature, product illustration from photos, icon design

AI & motion

AI visual design, AI video creation, AI motion design, motion graphics, video editing

Tools

Adobe Illustrator, Photoshop, InDesign, Premiere Pro, CorelDRAW, Canva, Powtoon, ChatGPT, Claude

Publishing

Complete book creation and layout, user manuals, eBooks, case studies

Digital & web

Social media creatives, infographics, newsletters, emailers, GIF and carousel posts, landing pages, PPT

Leadership

Team leadership, quality control, file review, designer training, work forecasting, client coordination

Education

PG Diploma, Multimedia Technology
(PGMMT)
2016

BA Sociology
University of Calicut, Kerala, 2014

Languages
English, Hindi, Malayalam