

Preeti Sharma

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Executive Summary

With 14+ years of design leadership, I excel in strategic planning, team direction, and driving initiatives in dynamic environments. As the Group Head of Design for Medcare Hospitals & Medical Centres and Aster DM Healthcare, I lead design strategies across the Middle East and India. My expertise spans print and web design, crafting impactful brand identities to elevate customer experiences. I specialize in design management across diverse industries, including Healthcare, Retail, Fashion, Advertising, and e-commerce, in various geographies. With a proven track record, I have contributed to building robust design cultures, processes, and systems, fostering user satisfaction and loyalty.

Educational Background

Degree	University
Bachelor of Design 2009	National institute of fashion technology [NIFT] <i>Ranked #9 globally among Design schools</i>

Core Skills

Adobe Creative suite	Photoshop	Team Management	Concept Development
Illustrator	Design Process	Cross-functional Team Leadership	Brand Strategy
After Effects	Content Strategy	Project Management	Visual Design
Premier Pro	Strategic Thinking	Art direction	Collaboration

Professional Experience

Aster DM Healthcare and Medcare hospitals and clinics, Dubai

Listed Healthcare provider with presence across 8 countries

Head of Design, Marketing

May 2023 – Present

Collaborating seamlessly with cross-functional teams to align design initiatives with overarching organizational goals and objectives.

People leadership

- Built and empowered a dynamic team of 13 across 8 verticals, orchestrating design projects from concept to implementation. For all mediums – ATL, BTL, Digital, and Events.

Devising and executing strategies to educate teams on design thinking by conducting training programs and integration into existing workflows.

Strategic Development

- Pioneering impactful design solutions that elevate brand identity and significantly enhance the user experience. Based on user analytics insights.
- Led CMS tool design and support, crafting templates for four business verticals. Responsible for content creation, app integration, and publishing in the production environment.

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Process Optimization

Implementing efficient project management processes, leveraging tools like Asana and Trello to optimize workflow and guarantee timely project delivery.

- Developing and implementing comprehensive design standards and guidelines to ensure unwavering consistency across all visual assets.
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Aster DM Healthcare, Dubai
Listed Healthcare provider with presence across 8 countries

Content Manager
May 2022 – May 2023

Project Delivery

Took ownership of the brand Identity, ensuring all content is aligned with the company's brand guidelines and tone of voice. Developing and implementing a content strategy that aligns with the overall business goals and objectives of the company.

- Creation of myAster Brand Identity - Ideation, logo creation, brand identity, and brand guidelines for myAster.
 - Development of visual and verbal brand identity.
 - Creation of brand guidelines and brand book.
 - Implementation of brand identity across various channels and touchpoints.
 - Internal communication campaign for all content channels.
 - Created and managed a wide range of digital content, including website copy, social media posts, email campaigns, and video scripts.
 - Led the transition from 1Aster to myAster.
 - Ensuring consistent communication and messaging across all channels.
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Business Development & Process Improvement

Developing and implementing a content strategy that aligns with the overall business goals and objectives of the company.

- Ensuring cohesiveness across all touchpoints and channels.
 - Led successful implementation of CMS [Content management system tool]
 - Managing and coordinating a team of writers and designers to deliver high-quality content on time and on budget.
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Majid Al Futtaim Retail, Carrefour, Dubai

Design Manager
April 2019 – April 2022

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- Managed design projects and production for digital channels across Middle East, Africa and Asia for Carrefour brand.
 - Led launch of the e-commerce operations with design perspective including end-to-end customer journey, Marketing communication and landing/custom pages across all countries.
 - Defined scope of digital projects and successfully launched new projects like marketplace and App launch in countries like Pakistan, Qatar, and Kuwait.
 - Established creative process, trained stakeholders, and regularly reviewed project status with leadership.
 - Generated creative design proposals and owned visual identity of Carrefour brand while working closely with branding and marketing leaders.
 - Managed a team of in-house team of 5 graphic designers and developed design talent across all countries to maintain brand consistency.
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Landmark Group, Dubai

One of India's leading retail chain in GCC

Senior Graphic Designer

Oct 2017 – April 2019

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- Successfully launched Homebox e-commerce website in UAE and KSA and implemented an omni-channel approach.
 - Worked with all Landmark brands to produce designs that align with their brand positioning while maintaining Landmark as the main brand.
 - Developed a nuanced playbook for lifestyle and Homebox creative trends and best design practices.
 - Led creative development for Landmark brands including Homebox, Lifestyle and Babyshop with a team of 4 designers, coordinating and reviewing their work, and communicating with stakeholders to ensure high-quality and consistency in visual style
 - Continuously A/B tested and gathered feedback from end-users based on performance, interactions and customer research surveys to optimize the design strategy.
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Tarun Tahiliani, Gurgaon, Haryana

One of India's leading noted Indian fashion designer

Senior Creative Manager

Jan 2014 – Aug 2017

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- Developed advertising concepts, ensuring adherence to brand standards across digital channels.
 - Worked on visual design for the first ecommerce website.
 - Set up Instagram account and was responsible for designing posts.
 - Managed media ad spends, including negotiating print ads.
 - Created wireframes, flowcharts, and diagrams to communicate concepts to marketing and stakeholders.
 - Designed web-based ad campaigns and oversaw daily social media activities.
 - Developed packaging and branding materials, such as brochures, posters, and campaign assets.
 - Coordinated PR activities during shows and shoots for enhanced brand visibility.
 - Oversaw art direction and storyboarding for shoots.
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Yebhi.com, Gurgaon, Haryana

an Indian E-commerce portal for home, lifestyle and fashion

Design Manager

Jul 2013 – Jan 2014

Jabong.com, Gurgaon, Haryana

Online Shopping Site for Fashion & Lifestyle in India

Senior Graphic Designer

May 2012 – Jun 2013

Tiger Ninjas, Gurgaon, Haryana

Advertising Agency

Graphic Designer

Dec 2009 – May 2012
