



# DIYA PINTO

**Sr Graphic, Motion & Lead Brand Designer**

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Berlin, Germany



## About

I am a senior graphic motion & lead brand Designer leading cross-channel marketing across EMEA. Specialized in scalable brand systems, campaign design, and performance-driven creative. Experienced in translating strategy into cohesive visual execution across digital, motion, and live environments.

## Meltwater – Senior Graphic, Motion & Lead Brand Designer

Berlin | June 2023 – Present

- Lead brand-consistent visual execution across EMEA campaigns spanning digital, motion, paid, web, and events.
- Translate marketing strategy into scalable visual systems aligned with global brand guidelines.
- Own creative direction from concept to production across cross-channel campaigns.
- Develop high-impact motion and social content (400K+ organic reach).
- Serve as EMEA Design Lead, managing vendors and ensuring brand alignment at scale.
- Delivered brand and campaign assets for global brands including Google, Asana, Daimler Truck, Bic, and Red Havas.

## Cocoon Creatives – Junior Art Director

Bangalore | March 2020 - July 2021

- Led integrated brand and campaign design projects across retail and lifestyle sectors.
- Directed visual identity systems, motion content, and cross-platform marketing assets.
- Managed creative concept development, art direction, and client-facing presentations.

## Vergleich.org – Graphic Designer (Working Student)

Berlin | June 2022 - January 2023

- Designed vector illustrations, infographics, and custom icon systems for digital marketing campaigns.
- Enhanced brand presence through visual storytelling and website asset development.
- Led branded office mural project to strengthen internal culture and visual identity.

## MAA Communication – Junior Art Director

Bangalore, India | September 2019 – March 2020

- Designed integrated marketing materials including billboards, brochures, and digital campaigns.
- Website redesigns and brand identity projects for real estate and retail clients

## Core Competencies

- Brand Identity Systems
- Campaign Visual Direction
- Motion & Social Video
- Cross-Channel Design
- Art Direction
- Stakeholder & Vendor Management
- Presentation & Event Design

## Leadership & Recognition

- Culture Champion Award – Meltwater (company-wide, nominated & voted)
- EMEA Design Lead – Managed vendors & campaign coordination
- Organic social content reaching 400K+ views

## Education

- MA Communication Design & Creative Strategy - HMKW, Berlin | 2024
- BA - CKP, BU | 2018

## Tools

- Adobe Creative Suite
- Web (Figma, Ceros, Wix)
- Presentation Platforms (Keynote, Google, Microsoft, Qwilr, Beautiful Ai)

[View portfolio](#)