

Graphic & Motion Designer

diypinto1@gmail.com | +49 174 7807880

portfolio |

Berlin, Germany



DIYA PINTO

work experience

Meltwater – Graphic & Motion Designer

Berlin, Germany | June 2023 - Present

- Designed high-quality **marketing materials, presentations, print press**, and **ad creatives**.
- Created **motion graphics** for social media, improving engagement & retention.
- Developed **website pages** across Figma, Instagram, and Ceros for cohesive branding.
- Produced **high-performing social videos**, including an organic post reaching 400K views.
- **Managed projects** with Design Pickle and coordinated campaigns as the **Design Lead in EMEA**.
- Client Work: **Google, Asana, Bic, Daimler Truck, Red Havas**

Vergleich.org – Working Student (Graphic Design & Illustration)

Berlin | June 2022 - January 2023

- Created **vector illustrations and infographics** for marketing campaigns.
- Designed custom icons and infographics **for the website**.
- Led an **office mural project** as part of branding enhancement.
- Client Work: **Amazon**

Cocoon Creatives – Jr. Art Director

Bangalore | March 2020 - July 2021

- Managed **end-to-end graphic design** projects from concept to completion.
- Designed **animations, frame-by-frame videos, and social media** assets.
- Directed **photo shoots & created mood boards** for branding consistency.
- Clients: **Mysore Saree Udyog, The Peach Store, Old School Kirana, Easy Cocktail, Life Tree, CO23 Soda**

skills & software

Design Software:

- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Indesign
- After Effects
- Figma
- Ceros
- Wix
- InstaPages

Motion Design:

- GIFs
- Social Media Animations
- Explainer Animations
- Frame-by-Frame Animation

UI/UX:

- Website Layouts
- Prototyping
- Branding

Soft Skills:

- Creative Thinking
- Collaboration
- Attention to Detail
- Time Management

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work experience

MAA Communication – Jr. Art Director

Bangalore | September 2019 - March 2020

- Designed marketing materials including **billboards, brochures, and social media graphics**.
- Led **website layout redesigns** and **brand identity projects**.
- Clients: Assetz, Sobha, Lawrence & Mayo, Iris Home Fragrances, Pai International, Maini

education

Communication Design & Creative Strategy – HMKW | Berlin, Germany | 2024

Bachelor of Fine Arts – Chitrakala Parishat, Bangalore University | Bangalore, India | 2018

ICSE & ISC – Sophia High School | Bangalore, India | 2014

achievements

Voted Best Attitude at Meltwater in 2024.

Selected for an Art Residency in Munich by the Goethe Residency.

Master Thesis Project: Conducted a full-fledged competitor study, brand analysis, and target audience research to design a website that simplifies dog adoption in Germany.

hobbies & interests

Content Creation:

Creating engaging social media content
(Instagram & TikTok: @pintobean1204)

Fitness:

Gym & staying active.

Travel:

Exploring new places.

Food Enthusiast:

Trying new restaurants.

Passions:

Dogs & Anime.

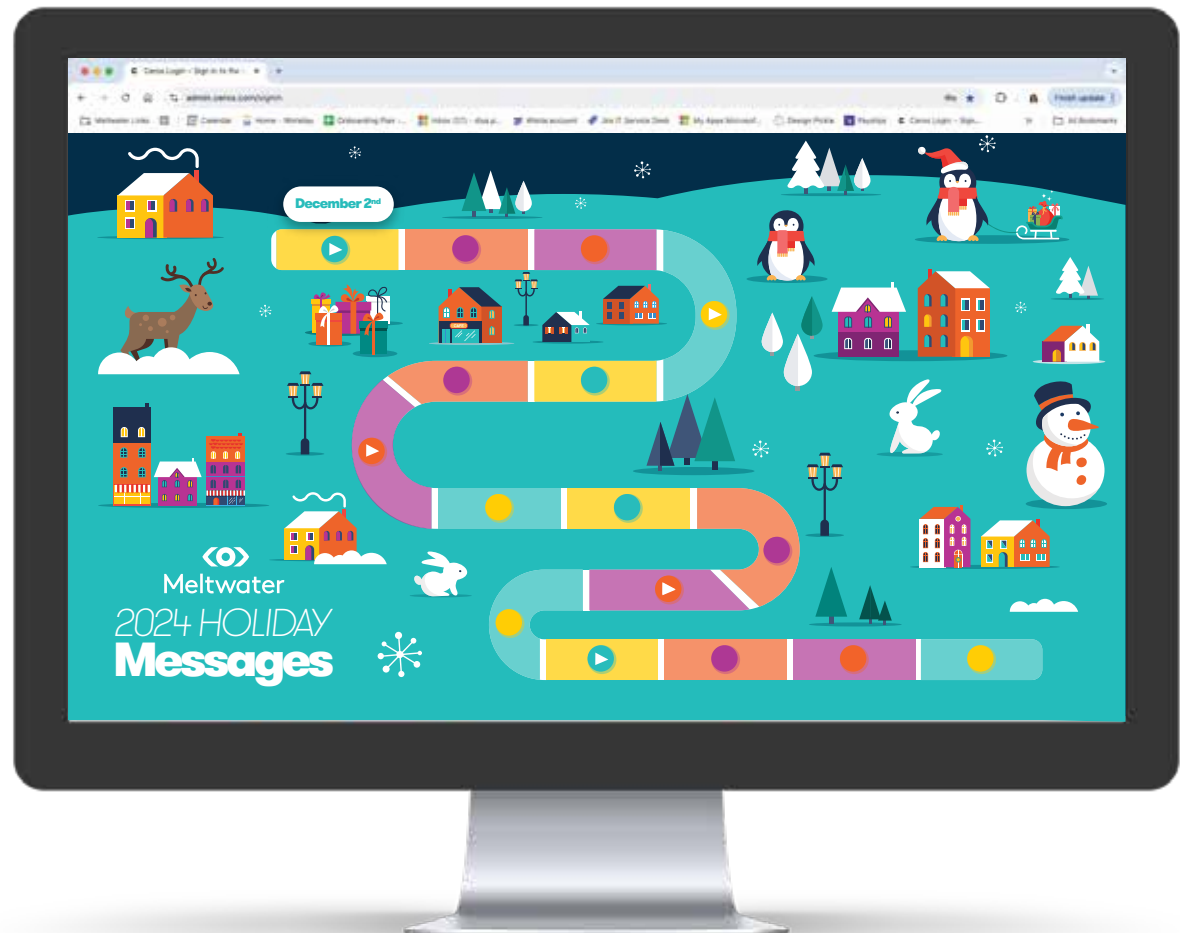
languages

English - Native level

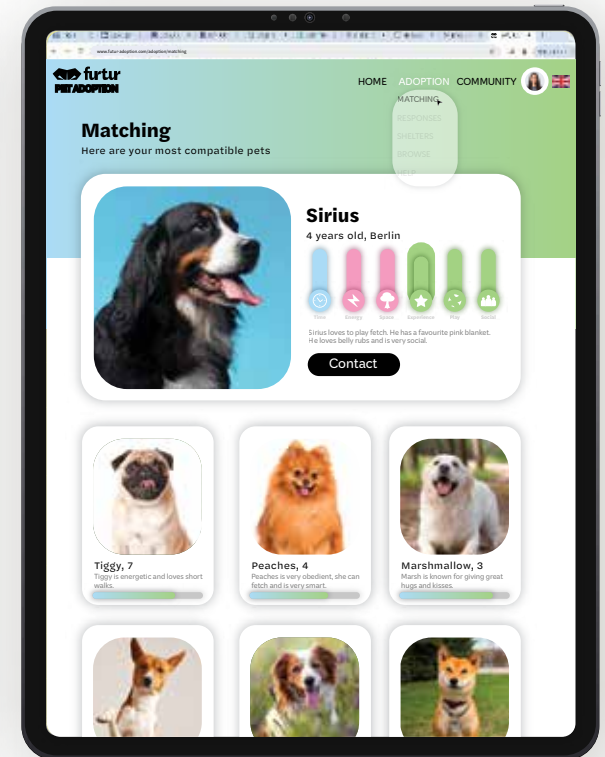
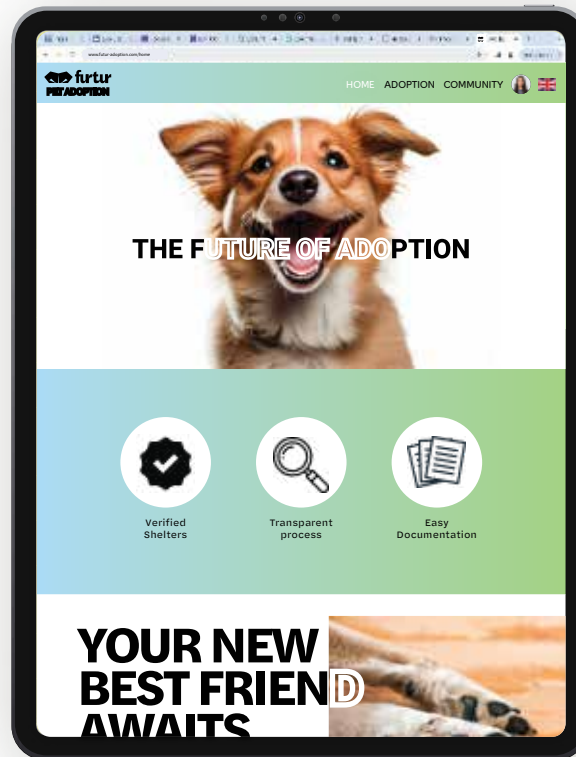
Hindi - Conversational

German - Conversational

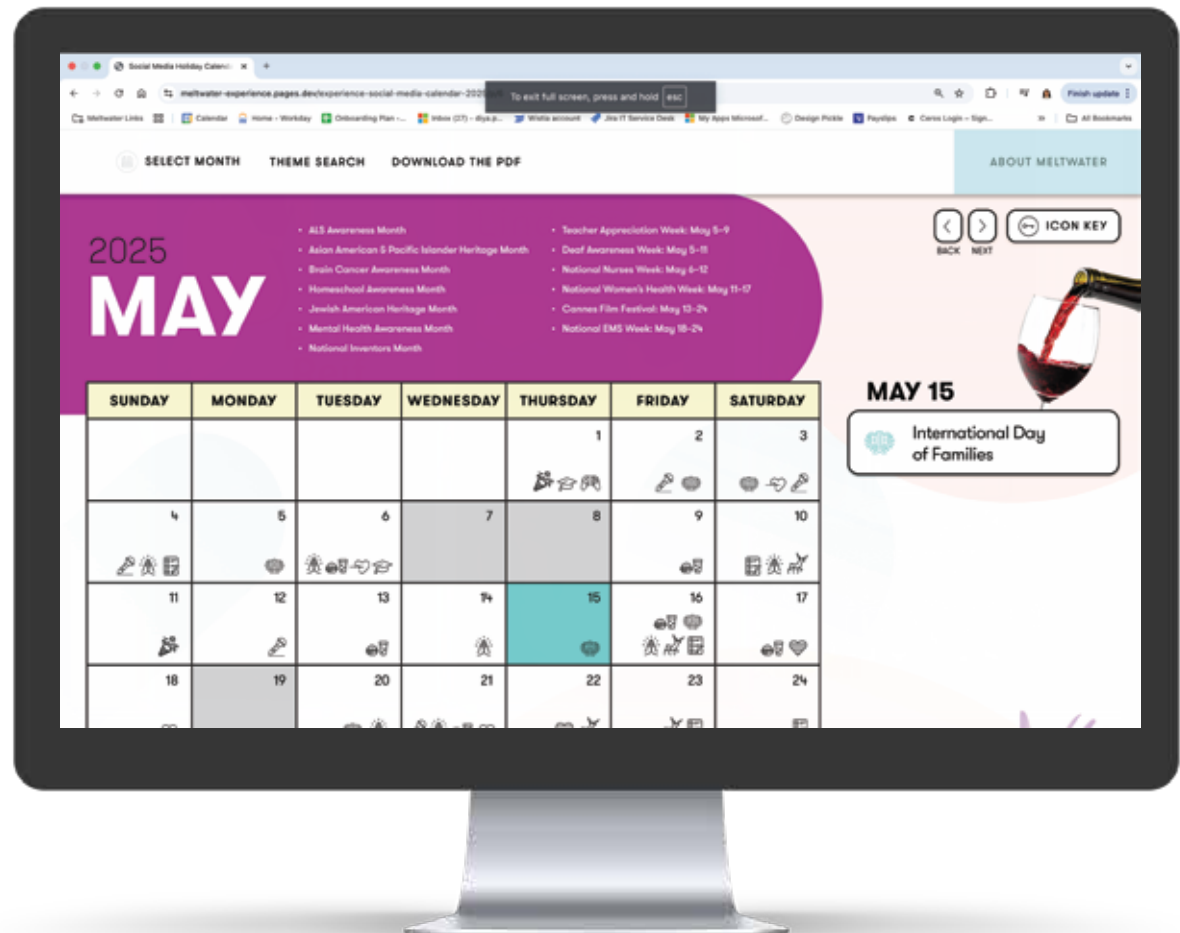
- Designed and developed a **fully functional interactive holiday webpage** for Meltwater using Ceros, integrating hover effects, animations, and clickable buttons for an engaging user experience.
- Created a **day-by-day interactive calendar**, where each date was a clickable button revealing employee holiday messages hosted on Vimeo.
- Ensured **seamless UI/UX** by structuring content, optimizing navigation, and enhancing engagement with interactive elements.
- **Managed the project end-to-end**, from concept, wireframing, and design to execution, meeting a 1.5-month timeline.
- Successfully **boosted internal engagement**, strengthening company culture through a creative and interactive digital experience.



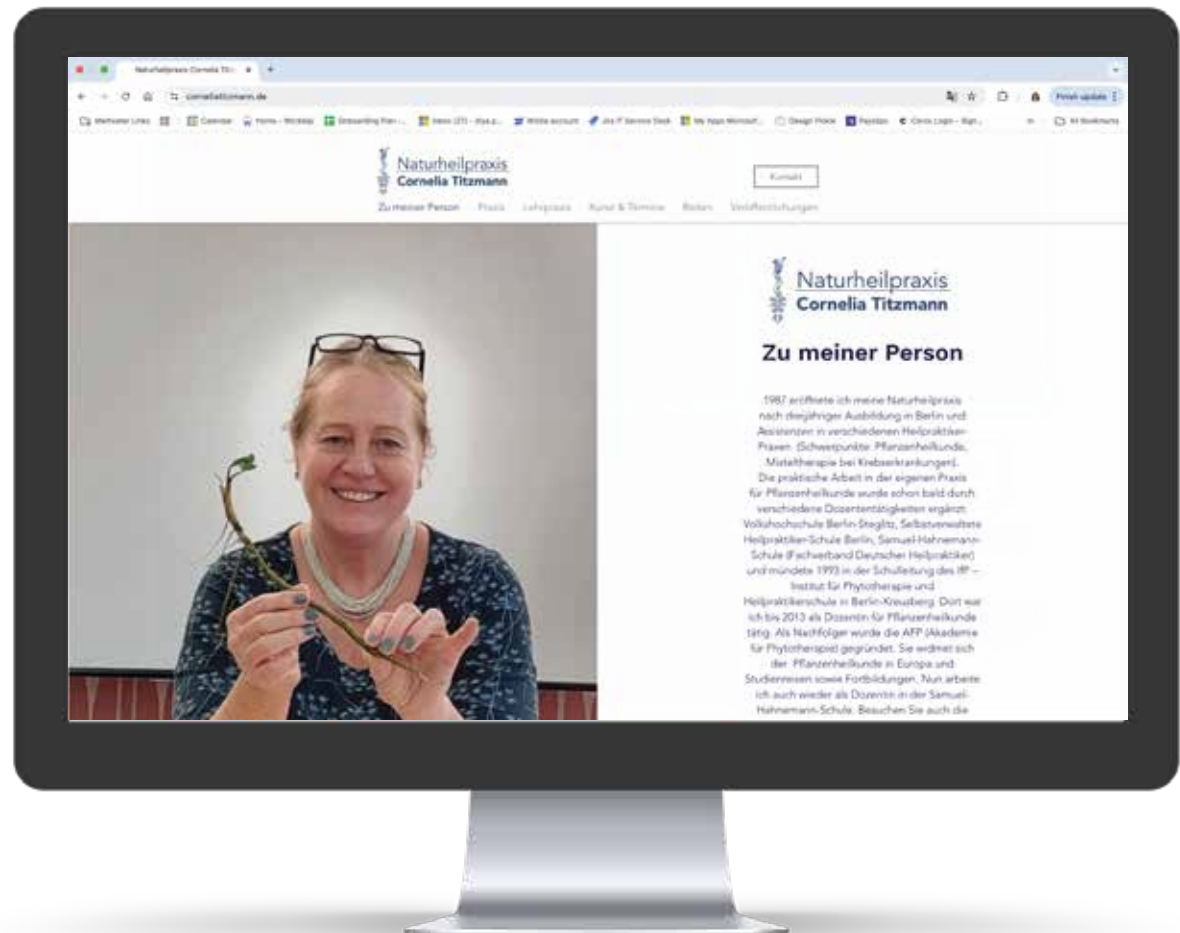
- Designed **Furture**, a prototype website aimed at simplifying dog adoption in Germany through a matching system inspired by dating apps.
- Conducted **comprehensive market research**, including target audience analysis, interviews, and both qualitative & quantitative data studies.
- Developed a **competitor study on dating apps**, applying findings to create a **matching algorithm between dogs and potential adopters**.
- Executed **brand strategy & identity**, crafting a unique branding system to enhance user trust and engagement.
- Designed a **website mockup**, integrating research-driven UX principles to optimize usability and adoption success rates.
- Applied **UX research, branding, and web prototyping** to develop an innovative digital adoption solution.
- Created a **data-backed, user-centered design** that enhances adoption accessibility in Germany.



- Collaborated with the senior designer to create the **2025 Social Media Holiday Calendar using Ceros**, focusing on both design and interactive elements.
- Worked closely with the content team to **transform copy into a fully interactive and user-friendly experience**.
- **Designed and implemented** the theme search page, enhancing navigation for users to find relevant content efficiently.
- Developed the initial version of the theme search, later refined by the Senior Designer.
- Handled **design and content placement** for August through December, ensuring seamless formatting and consistency.
- Successfully contributed to a **large-scale digital project**, enhancing interactivity and engagement.
- Ensured **design alignment** with Meltwater's **brand and user experience standards**.
- Completed the project well before the deadline, **demonstrating efficiency** and **strong project management skills**.



- Designed and **developed a full website** for Dr. Cornelia Titzmann using Wix, ensuring a seamless user experience.
- Completed the project **within two weeks**, working from just a wireframe of the content.
- Recommended and executed the transition from WordPress to Wix after conducting a **market study for a more cost-effective solution**.
- **Assisted with domain connection and overall website setup**, ensuring a smooth launch.
- Successfully delivered a **fully functional and visually appealing website**.
- Provided **strategic insights** for a more **affordable and efficient** web solution.



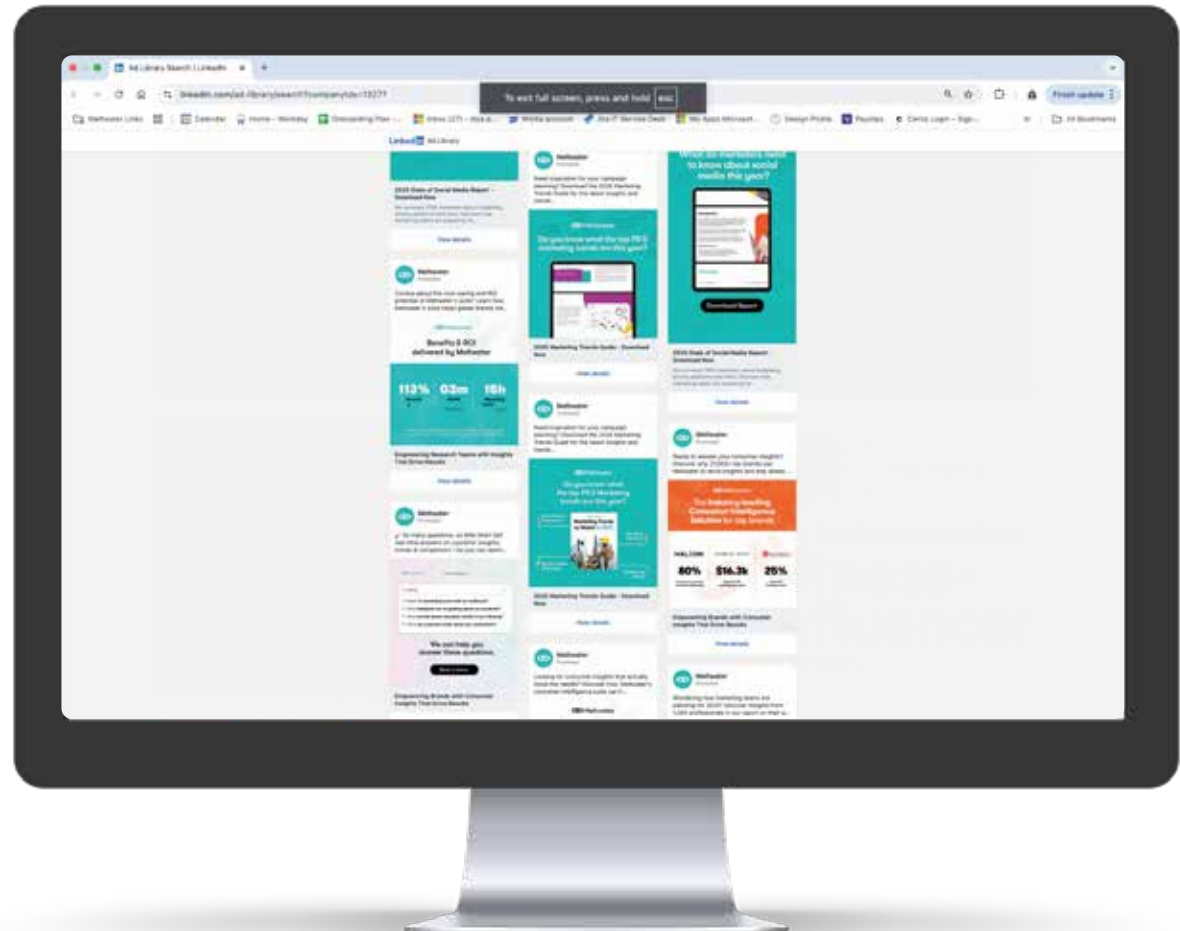
motion graphics

Meltwater – Motion Graphics & Social Ads (EMEA)

Role: Design Lead (EMEA) | Since: July 2023

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- Created **motion graphics** aligned with Meltwater's brand identity, producing **engaging content for LinkedIn, X, Facebook and Instagram ads**.
- Led **storyboarding, conceptualization, and execution** in collaboration with the Global Paid Manager to develop high-performing ad creatives.
- **Designed and animated** LinkedIn ad campaigns, enhancing brand visibility and engagement in the EMEA region.
- Managed **end-to-end social media design for EMEA**, ensuring cohesive branding across platforms.
- Optimized workflow efficiency by **project-managing select ads** through Design Pickle, balancing in-house creation with outsourced production.
- Strengthened Meltwater's digital presence with **strategic and engaging** motion ads.
- Demonstrated expertise in **motion design, ad strategy, and cross-team collaboration**.



motion graphics

Meltwater – Illustrated Animated GIF Ads

Industry: Marketing & Digital Advertising

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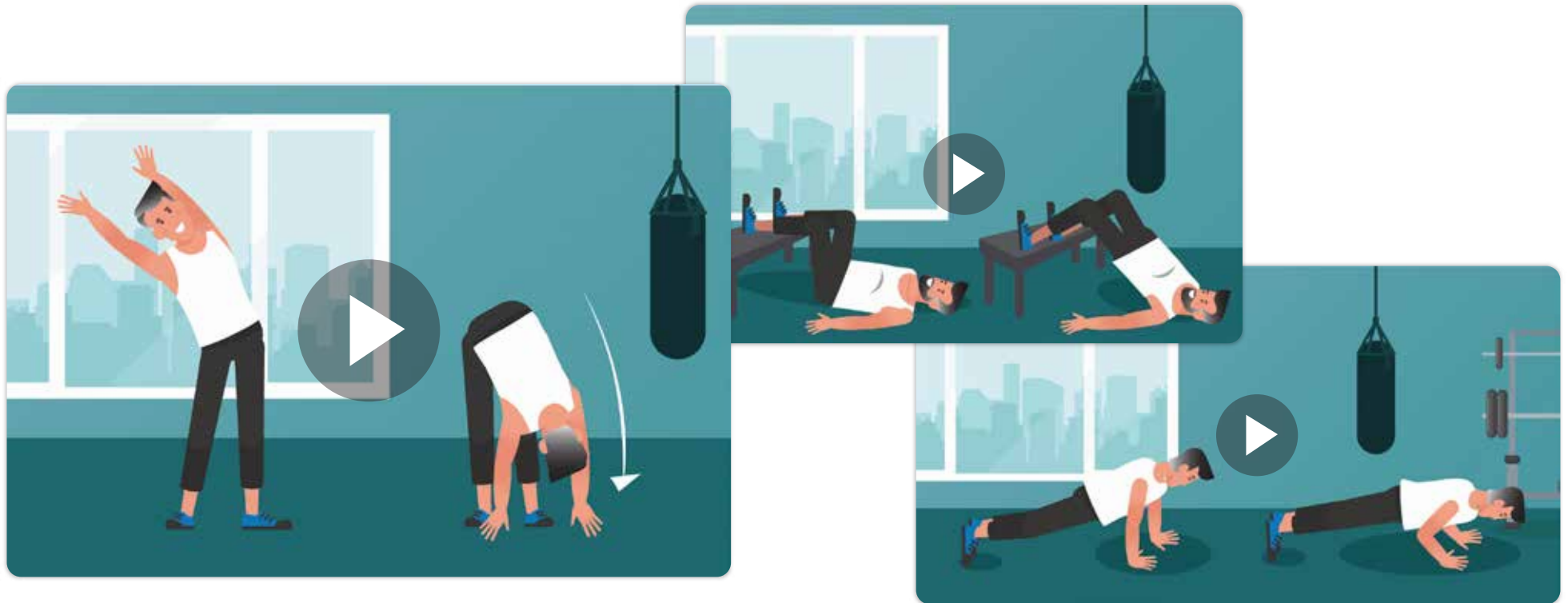
- Designed a series of **three illustrated animated GIF ads** for the "**Guesswork Doesn't Work**" campaign.
- Developed creative visuals featuring a **tarot card, crystal ball, and magic 8-ball** to reinforce the campaign's core message.
- Collaborated with the **Global Head of Paid Social** to align the ads with **three key ad personas** for **top, middle, and bottom-of-funnel** targeting.
- Ensured the ads were optimized for engagement, **boosting CTR** and **generating market-qualified leads**.
- Successfully **blended illustration, animation, and marketing strategy** to create compelling ad creatives.
- Helped drive **higher engagement and lead generation** through a fun, visually engaging approach.

motion graphics

Microlabs – Animated Exercise Videos

Industry: Healthcare & Fitness

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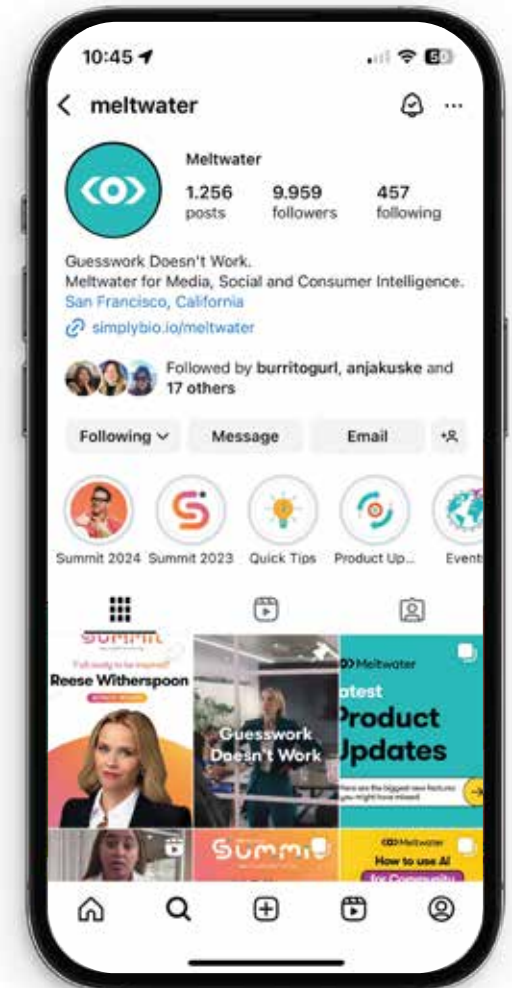
- Created a series of **10 animated exercise videos** for Men's Health, commissioned by Microlabs.
- **Learned and utilized Adobe After Effects** to design and animate the project.
- Developed a **custom animated character** and designed a detailed gym environment for the videos.
- Animated each exercise to ensure **clear, engaging, and informative workout demonstrations**.
- Successfully delivered **high-quality animated fitness content**.
- **Expanded skill set** in motion graphics and character animation.

graphic design

Meltwater – Social Media Video Creator

Industry: Marketing & Digital Content

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- Collaborate closely with the social media manager to **create engaging video content** that aligns with **trends, trending audio, and brand guidelines**.
- Propose **creative ideas, film, produce, and edit videos** tailored for maximum engagement.
- **Act** in videos and **direct** colleagues, **providing scripts and guidance** to ensure high-quality content.
- Maintain KPIs, ensuring each video reaches a **minimum of 3K views**.
- One of our videos achieved **480K views and continues to grow**, significantly boosting organic follower growth and engagement.
- Successfully contributed to Meltwater's **social media presence and audience expansion**.
- Developed a strong ability to **align brand storytelling with social trends for viral success**.

graphic design

@pintobean1204 – UGC Content Creator

Industry: Social Media & Digital Content

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- Created **highly experimental UGC content**, exploring innovative ways to engage audiences on Instagram, Facebook, and TikTok.
- Focused primarily on Instagram, **analyzing content performance** through insights and analytics to **refine creative strategies**.
- Produced **engaging and fun social content**, consistently testing new formats and trends.
- One of my videos reached **70K views**, leading to a growth of **200 organic followers**.
- **Collaborated with various brands**, integrating their messaging into authentic and engaging content.
- Developed a keen understanding of **social media trends** and **audience engagement**.
- Continuously refining content strategies to **maximize reach and interaction**.

graphic design

Gigmit – Beer Label & Visual Asset Design

Industry: Music & Events

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- Designed **custom labels** for Gigmit's in-house brand, ensuring a consistent visual identity across all products.
- Developed **mockups** for internal presentations and promotional use.
- Created **visual assets** based on provided information, ensuring alignment with Gigmit's brand identity.
- Worked within pre-established color schemes and design guidelines to **maintain brand consistency**.
- Focused on **cohesive packaging aesthetics** and digital assets to enhance brand recognition and appeal.
- Designed **professional-quality** packaging and marketing visuals for Gigmit.
- Strengthened brand presence** with sleek, on-brand design solutions.



graphic design

CO23 – Soda Bottle Label & Packaging Design

Industry: Beverage

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- Designed **labels** for CO23, a new-age soda brand in India, reviving the classic soda bottle with a modern twist.
- Ensured clear **readability of all text**, including signs, symbols, and trademarks for compliance and branding.
- Oversaw the **printing and production process** to maintain design integrity.
- **Directed a photoshoot** to capture the brand's essence, providing high-quality visuals for marketing.
- Collaborated with the graphic design team to **produce stunning mockups** for promotional use.
- Delivered a cohesive and visually appealing label design.
- Successfully combined traditional nostalgia with a fun, modern aesthetic.

graphic design

Rosetta Gourmet – Package Design & Illustration

Industry: Luxury Hospitality & Sustainability

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- Designed a **premium package** for Rosetta Gourmet, a 5-star luxury resort brand committed to sustainability.
- Created **unique illustrations** to enhance the brand's in-house condiments, adding to the resort's exclusive experience.
- Focused on **eco-friendly design elements** that align with the resort's farm-to-table philosophy.
- Delivered a **visually rich and elegant packaging solution** that reflected the brand's commitment to quality and sustainability.
- Successfully crafted a **high-end package design with custom illustrations**.
- Enhanced the brand's **luxury appeal** while maintaining its **eco-conscious identity**.

graphic design

Puppy's Gastronomy – Branding, Logo & Menu Design

Industry: Food & Hospitality

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- Designed the **logo and branding**, establishing a sophisticated yet approachable identity.
- Created an **elegant menu** that balanced premium quality with accessibility for a younger audience.
- Developed a **digital menu and website** to streamline access during peak COVID, reducing paper waste and enhancing efficiency.
- Focused on a **versatile design approach through creative strategy** to reflect the restaurant's high standards while maintaining affordability.
- Successfully crafted a **visually appealing and functional** brand identity.
- Helped **optimize the dining experience** with a well-designed menu and digital solution.

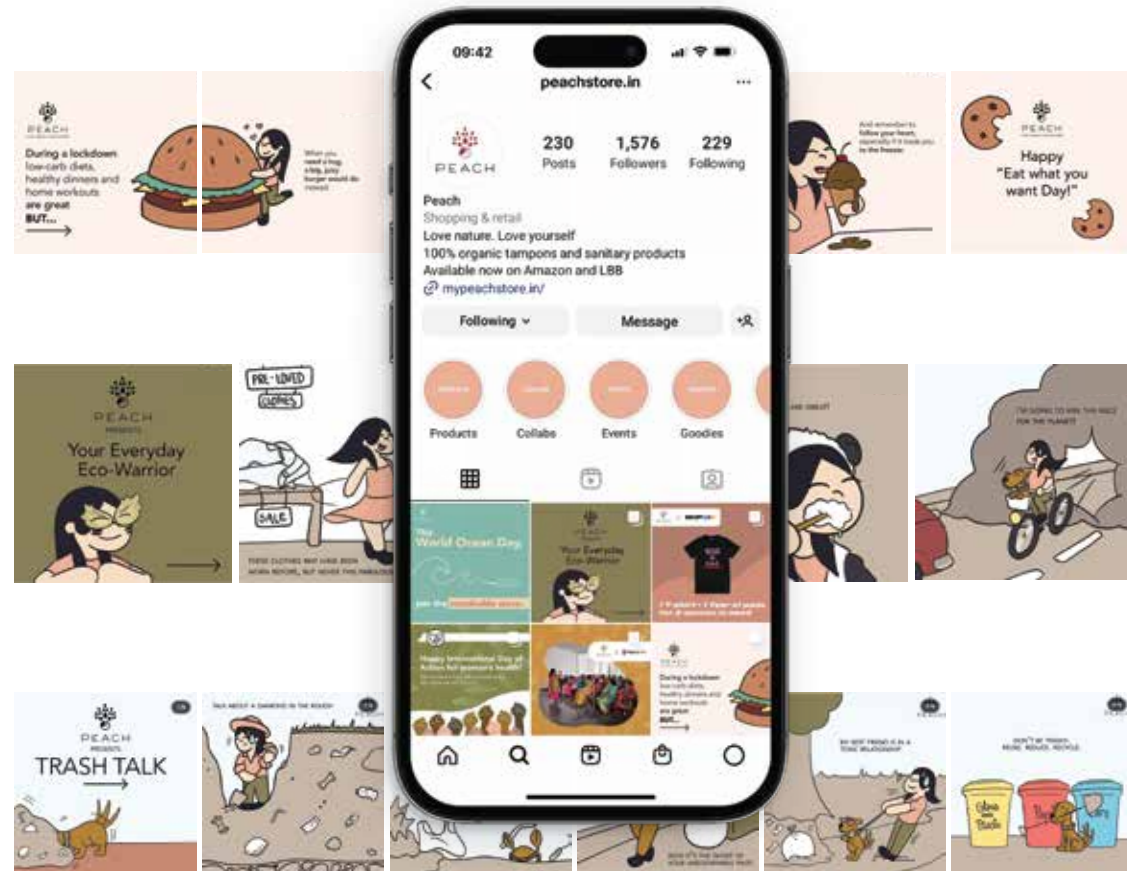
illustration

Cocoon Creatives – Jr. Art Director (Peach)

Peach | Industry: Organic Menstrual Care & Women's Empowerment

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- Managed **creative direction** for Peach, a brand dedicated to organic menstrual care and NGO collaborations focused on women's empowerment and menstrual education.
- Coordinated **artist collaborations and marketing campaigns**, ensuring strong brand messaging.
- Created **packaging design**, ensuring eco-friendly, aesthetically appealing, and functional packaging solutions.
- **Directed and executed photoshoots**, crafting compelling visual assets for online and offline use.
- Designed **digital graphics for web, social media, and promotional materials**.
- Created **custom comic series with the copywriting team**, infusing humor and relatability into menstrual education.
- Combined **art direction, branding, and storytelling** to create an engaging and impactful campaign.
- Helped shape Peach's **brand identity** through innovative design and meaningful content.



illustration

Vergleich.org – Graphic Design & Illustration (PR Department)

Industry: Consumer Research & Comparison

DIYA PINTO



- Designed **weekly infographics** for the PR department, distributed to journalists for relevant articles.
- Transformed **raw data into engaging, visually compelling illustrations** to enhance storytelling.
- Applied **creative problem-solving** to make complex topics fun, clear, and impactful.
- **Worked independently**, receiving minimal instruction while ensuring brand consistency and quality.
- Delivered **high-quality visuals** that improved article engagement and media reach.
- Combined **data visualization, storytelling, and creativity** to strengthen brand presence.
- Helped **drive PR** success by making consumer research more engaging and digestible.