

Daisy Mahadevan

Design Manager / Graphic Design Lead

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PORTFOLIO: behance.net/daisymahadevan

A Design leader with **10+ years of experience** across branding, web and marketing design. I build strong design teams, keep a brand's identity consistent across every touchpoint, and look for smarter ways to work, including where AI can genuinely help without taking over the creative process.

Looking for a **Design Manager or Graphic Design Lead** role where I can bring structure, taste and momentum to a growing team.

EXPERTISE

Branding • UI/UX • Web Design • Print Design
- Social Media Graphics • AI-Assisted Design Workflows
- Team Leadership & Hiring

DESIGN TOOLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD)
- Figma • Webflow • Claude Design • Claude • ChatGPT
- Google Suite

EDUCATION

2012–2015
NICC International College of Design & Media
Intl. Graduate Diploma in Communication Design
B.Sc Visual Communications

2010–2012 (ISC)
Bishop Cotton Girls' High School
Humanities + Fine Art

2010 (ICSE)
Greenwood High International School
Fine Art

SAASLABS

Design Manager (Marketing) | May 2025 – Aug 2026

- Led a team of 5 designers, growing it from 3 through a focused hiring push for two lead designers
- Owned design for all marketing campaigns and led a quick turnaround of a full brand/website refresh
- Built an AI-powered design system to handle repetitive collateral like one-pagers, decks, battlecards and social carousels, keeping more complex creative work with the team
- Led design for major industry events including HubSpot Unbound, Dreamforce and RE+
- Partnered closely with Sales, Customer Success, Demand Gen, Product and Partnerships to keep design aligned with business goals

SWYM

Lead – Brand Design (Marketing) | Mar 2024 – 2025

- Redesigned Swym's brand identity, improving consistency and recognition
- Created campaign visuals, landing pages, video ads and social creatives with the marketing team
- Helped drive brand growth and engagement through more consistent design

FINCENT

Design Lead (Marketing) | May 2023 – Jan 2024

- Led a creative team across product launches, web design and social campaigns
- Revamped the company's visual identity and streamlined design processes to save time
- Strengthened the brand's market presence through consistent, high-impact campaigns

YOURSTORY

Sr. Graphic Designer (Marketing) | Jan 2020 – Apr 2023

Led digital and print design across comms, events and video. Built end-to-end websites on Webflow for clients including AWS, MAKERS India, Flipkart, CoinDCX, WazirX and Dell. Overlooked YS Editorial design for a year.

LIVPSACE

Senior Graphic Designer (Marketing) | 2018 – 2020

Led design for print, digital and events with a team of 20+, working with vendors across 10 experience centers, including one in Singapore.

COWRKS

Communication Designer (Marketing) | 2017 – 2018

Led print and digital communications design as the sole designer on the team, working with a remote team for 4 months.

MYNTRA

Graphic Design (Visual Merchandising) | 2016 – 2017

Designed in-app brand stores for the Visual Merchandising team, working closely with the in-house fashion shoot team.

PINK LEMONADE

Graphic Designer | 2016

Worked across agency clients including Live Love Laugh, Bodycraft and 48 East.

HAPPY MCGARRY BOWEN

Graphic Designer | 2015

Designed logos, presentations/decks, print and offline advertising within the brand design team. Took part in client studies and meetings.

DECATHLON INDIA

Event Design | 2014

Freelance event design for the Decathlon India Ownership Program (print, digital).