

AJAY VINOD SHARMA

CREATIVE STRATEGY · PRESENTATION DESIGN · BRAND COMMUNICATION

ajaysharmasden@gmail.com | +91 90299 13846 | ajaydesignlab.com

SKILLS

PRESENTATION DESIGN

Executive decks
Pitch decks
Information hierarchy
Slide storytelling

BRAND & VISUAL

Brand identity concepts
Typography & layout
Editorial composition
Visual systems

CREATIVE PROCESS

Creative briefs
Concept development
Design critique
Art direction concepts

COMMUNICATION

Product positioning
Stakeholder communication
Packaging communication
Business storytelling

DESIGN TOOLS & DIGITAL

Figma · MS Office
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
HTML / CSS · Jira · MySQL

CREATIVE PROFILE

Business and innovation professional with experience translating commercial, product and operational ideas into structured communication. Develops independent presentation and brand-identity concepts with an emphasis on typography, information hierarchy, visual storytelling and clear executive messaging.

PROFESSIONAL EXPERIENCE

BUSINESS DEVELOPMENT & INNOVATION HEAD

RHHENSO OPC Private Limited | Oct 2021–Present | Mumbai

Lead consumer-product, trading and digital-service initiatives; develop advertising campaigns, social-media creatives and product interface design concepts alongside packaging and product positioning.

Develop creative briefs, business presentations and stakeholder-facing communication; coordinate cross-functional delivery.

PRODUCT & BUSINESS DEVELOPMENT — UAE MARKET

RHHENSO OPC Private Limited | Feb 2020–Aug 2021 | Dubai

Supported UAE market-entry and product positioning; designed presentations and pitch decks and developed a refreshed brand identity for a newly launched collection, alongside packaging and export readiness.

LOGISTICS OPERATIONS & GROWTH MANAGER

JRW Logistics | Feb 2016–Sep 2019 | Mumbai

Led a seven-member logistics team and developed a backhaul model (~\$149K annualised incremental run-rate); contributed to website design, advertising campaigns, presentations and brand-identity redesign.

EDUCATION

Bachelor of Commerce (B.Com.) — University of Mumbai | 2016–2021

Certificate Programme in Project Management — IIM Indore | Jul–Dec 2026 (in progress)

ADDITIONAL BUSINESS & DIGITAL KNOWLEDGE

Procurement and supply-chain operations · SAP S/4HANA-aligned process knowledge · CRM workflows · Jira · MySQL fundamentals · HTML/CSS fundamentals · Agile project coordination