

HEMANG WASON

VISUAL AND MOTION DESIGNER

PROFILE

A creative professional with a background in design, motion, branding, and AI-driven innovation, I bring over two years of experience working with startups and established firms to make visuals across websites and apps.

With a Bachelor's in Design from UPES Dehradun and a minor in Digital Marketing, I specialize in crafting user-centric designs and scalable branding strategies

CONTACT

Address

F-26/ 118 Sector 7
Rohini Delhi-110085

Phone

91-9599019073
91-7703883976

Email

Hemangwason@gmail.com

Website

<https://hemangwason.com/>

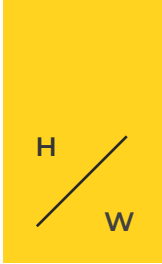


EXPERIENCE

- Mar 25- Present **Zomato (Eternal)**
Product motion designer and illustrator
- I designed motion-first in-app visuals and campaign flows—banners to app flows
- Worked on internal product pages including GC pages and setting up webviews.
- Worked on more than 30 campaigns and visual across domains
- July 24 - Mar 25 **The Ideas Lab and The Lab Mag**
Visual Designer and Motion Designer
- Worked on branding and marketing strategies, focusing on innovative design and maintaining design hygiene
- Assisted in conceptualizing campaigns and products for Jameson's EPL Campaigns
- Working on social media for brands including Bebeautiful (Hindustan Unilever), Lone wolf and Umami Brew
- Jul 24 - Dec 24 **Pluto and House Of Pluto**
Freelance Visual Designer and Motion Designer
- Made character designs for world top 3 web 3 companies (Wormhole, paradex)
- Aligned design outputs to make brand more streamlined.
- May 23- Jan 24 **Mckinley Rice**
Visual Design Intern -----Visual Designer
Managed social media design tasks, created an illustrated cookbook from scratch, and produced visually captivating hamper designs, showcasing my creativity and attention to detail.

EDUCATION

- 2020 - 2024 **Bachelor of Visual Communication and Graphic Design**
University of petroleum and energy studies / Dehradun / Uttarakhand
- 2021 - 2024 **Minor in Digital Marketing**
University of petroleum and energy studies / Dehradun / Uttarakhand
- 2024 **Certificate in Digital Marketing**
Corizo / Remote / Uttarakhand



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SOCIAL

Behance

[hemangwason/behance.net](https://www.behance.net/hemangwason)

Instagram

@hemangwason4

Date of Birth

2002-08-01



EXPERIENCE CONTINUED

May 23- Jan 24

Brand Scale Up Inc.

Visual Design Intern

As a Graphic Design Intern, I worked closely with the marketing and design teams to create compelling visual assets for use across social media platforms, email campaigns, and websites.

Worked with brands like TATA Sonnets, NutriKorner, Sleepy Owl, and 1868 Tata Tea.

LETTERS

- Letter of Recommendation from The Lab mag for the work with Jameson campaign and beautiful brand strategies
- Editor and Joint Secretary of B.E.S.T
- Letter of Recommendation from B.E.S.T of Lung Care Foundation
- Letter of Recommendation from Indian Hemp Store for helping with brand production assets
- Letter of Recommendation from Anime Devta Pvt. Ltd for making their brand identity
- Letter of Recommendation from UGreen Technology for contributing to their government assisted launch

HOBBY AND INTERESTS



Cycling



Travelling



Music



Video



Painting