

VIVIAN NIXON

Graphic / Creative Designer — Brand Systems, Digital Design & UI/UX

| viviannixonarts@gmail.com | vivianvincent.in | Kochi, Kerala, India (Remote)

PROFESSIONAL SUMMARY

Creative Design Lead and Visual Designer with 8+ years of experience delivering brand identity systems, presentation design, website content, and UI/UX assets for enterprise clients across the Middle East, Asia-Pacific, and South Asia. Leads end-to-end creative execution for global conferences, corporate branding, and multi-brand website redesigns, across the Adobe Creative Suite, motion graphics, and web/UI design tools.

CORE SKILLS

Brand Identity & Visual Systems | Presentation Design | Figma | UI/UX Design | Website Design & Content | Motion Graphics | Art Direction | Adobe Photoshop, Illustrator, InDesign, XD | Adobe After Effects | DaVinci Resolve | HTML | WordPress | Microsoft PowerPoint | Google Slides | Microsoft Word | Cross-Functional Team Leadership | Productivity Tools - Notion

PROFESSIONAL EXPERIENCE

Design Lead — META & APAC — IDC (International Data Corporation)

Remote · May 2026 – Present

- Lead a team of 4 designers for IDC Events across META & APAC, delivering visual identity and event collateral for 350–450+ enterprise technology conferences annually.
- Design branding systems for CIO Summits, AI Leadership Summits, and IT Security Summits, reaching 300–700 CIOs, CDOs, CTOs, CISOs, and IT decision-makers per event alongside 40–100 technology vendors and sponsors.
- Design event microsites and digital collateral, applying UI/UX and website design principles to maintain brand alignment across print, presentation, and digital touchpoints.

Creative Design Lead — Global Media Insight

Remote · 2024 (progressed from Presentation Specialist & Graphic Designer, 2022 – Creative Designer, 2023–2024 – Creative Technical Lead, 2024) · 2021 – 2024

- Led the brand and website content revamp for Juma Al Majid Group within a 3-month timeline, translating brand strategy into visual identity systems, presentation materials, and web/UI content.
- Served as lead designer for 25+ enterprise clients at Global Media Insight, including Juma Al Majid subsidiaries Gulfco, Bettertimes, Betteride, Crunchos, and multiple Al Arabia branch entities (6 subsidiaries).
- Progressed from Presentation Specialist & Graphic Designer to Creative Designer to Creative Design Lead, taking on increasing ownership of client-facing design strategy and team direction.

Graphic Designer — Best Asia Online

Remote · 2018 – 2021

- Produced design assets for tourism-industry partners across India and Thailand offices, including websites, posters, printables, and gift hampers for corporate bulk clients.
- Collaborated directly with regional partners to adapt visual assets for multiple markets and audiences.

Freelance Designer — Self-Employed

Remote · 2017 – 2018

- Took on early freelance design projects across branding, print, and digital design, building foundational industry experience prior to moving in-house.

EDUCATION

B.A. Animation and Graphic Design — Sacred Hearts College of Communication (2019 – 2020)

Diploma in Building & Animation — G-tec (2018)

LANGUAGES

English (Fluent) | Malayalam (Native) | French (Traveler's Vocabulary)

LinkedIn Profile : <https://www.linkedin.com/in/vivian-vincent-resume-profile/>