



Aarya Lavale

Communication Designer

Exploring experience, service, and strategic design through human-centered systems, AI, and behavioral thinking – focused on building intuitive, scalable, and future-facing experiences.

Experience

Founding Brand and Creative Strategist Style Suply, Mumbai, Maharashtra

September 2025 - Present

My experience in the Founder's Office at Style Supply involved working across strategy, research, user experience, and overall product development – contributing to consumer insight analysis, content systems, presentation structuring, and visual storytelling and the exploration of AI-driven solutions while supporting the development of scalable fashion-tech experiences and founder-led initiatives.

UI/UX Intern Ivamo Studios, Hybrid

August - October 2025

My experience at Ivamo spanned designing intuitive user interfaces, crafting responsive websites, and shaping cohesive brand identities by developing visual assets and collaterals that brought each brand's personality to life across digital touchpoints.

User Experience Intern Pixelz Creative Solutions, Hybrid

May - July 2025

- Designed seamless UX for a multimodal transit app integrating various modes of transits.
- Focused on smart route visualization and smooth cross-mode transitions to enhance booking decisions.

Design Intern Famous Studios, Mahalaxmi, Mumbai

May - June 2023, January -March 2024

- Interned at Famous Studios, Mahalaxmi where observing and coming up with brand promotion strategies was one of the main requirements.
- Curating content for their Social Media Platform.
- Gained exposure to post-production processes. Contributed to video template design and managed social media for its subsidiary, Famous Co-Working.

Freelance Brand Designer D&Ts-Desserts & Teas, Mumbai

August- December 2023

Developed packaging design and brand identity for D&Ts, a Thai desserts and teas brand, including logo and menu design, social media presence and image editing.

Team Leader MyCaptain, Remote

December 2020-February 2021

- Worked as a Team Leader for Marketing at the MyCaptain Organization, an online educational courses platform, by being promoted after interning for 2 months.
- Required me to handle a team of 10 interns, briefing and supervising their work while managing other important clients.

Relevant Experience

Visual Designer – India Cancer Organization (Jun-Sep 2025)

- Designed social media campaigns and brand visuals to boost digital awareness and engagement.

FY Class Representative August 2022-May 2023

- Coordinated with faculty and students to streamline class communication and activities.

Contact

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Dham Society, Panchpakhadi, Thane
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[Linkedin Profile](#)

Education

2022 - 2026

ISDI SCHOOL OF DESIGN AND
INNOVATION, ATLAS SKILLTECH
UNIVERSITY, MUMBAI

B.Des in Communication Design

2008 - 2022

SMT.SULOCHANADEVI SINGHANIA
SCHOOL, THANE.

ISC Science, ICSE

Expertise

- UI/UX
- Brand Identity
- Strategic Design
- Concept Development
- User Flows
- Consumer Insight Analysis
- User Centered Design Thinking

Certifications

- Google UX Design Professional
Certificate
March 2025
- Google AI essentials
November 2024