



AENGALO PAULSON

Visual Designer building bold brand experiences
across campaigns, illustration and motion.

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PROFILE

Self-taught visual designer with five years in the field, the last two owning campaign creative for Flipkart Minutes, India's ten-minute delivery platform. I see each campaign through from research and concept to key visual, design and motion systems, then carry it across every surface of the app, on a calendar where sales run back to back. I present creative direction to VP-level stakeholders and hold every campaign to a higher bar than the last.

EXPERIENCE

- 2024 — 2026 **Visual Designer**
Flipkart, via IDEX · Bangalore, Hybrid
Owned campaign and sale creative for Flipkart Minutes — homepage takeovers, store headers, in-app moments and motion — through back-to-back sales including The Big Billion Days. Built design and motion systems for every campaign and contributed to the icon system.
- 2024 **Graphic Designer**
Nandi Toyota · Bangalore, Onsite
Sole designer across Nandi Toyota, Popular Motor Ventures and Luxe Cars — owning retail and campaign creative for three brands alongside sales and marketing.
- 2023 — 2024 **Graphic Designer, Freelance**
Gettecar · Remote
Brand identity and logo design, owned end to end — from brief and concept to the final mark.
- 2022 — 2023 **Content Editor**
TIWIT.Life · Karnataka, Onsite
Editorial work before design — learning that the message leads and the visuals follow.

EDUCATION

Pre-University Course
St. Francis PU College, Koramangala · 2021 — 2022

Secondary School Certificate (SSLC)
Christ School, S.G. Palaya · 2020

CAPABILITIES

TOOLS

- FIGMA
- AFTER EFFECTS
- ILLUSTRATOR
- PHOTOSHOP
- LOTTIE
- PROCREATE

LANGUAGES

English / Kannada / Malayalam / Hindi

SKILLS

- Art direction
- Key visual development
- Campaign & sale creative
- Illustration & character design
- Design and motion systems
- Competitor & market research
- Presenting to leadership

RECOGNITION

Best Performer, The Big Billion Days
One Design team, Flipkart Minutes · 2025

Go-the-Extra-Mile Award
IDEX · 2025