

MALAY PANDEY

Communications & Design Professional | Brand Strategy | UI/UX | Visual Storytelling

malaypandeyofficial@gmail.com | +91 6393365841 | Lucknow, India |

[LinkedIn](#) | [Portfolio](#) | [Behance](#) | [Dribbble](#)

PROFESSIONAL SUMMARY

Strategic communications and design professional with 2+ years of experience leading brand development, content strategy, and visual production for government, multilateral, and non-profit organisations. Delivered 200+ social media assets, 100+ presentation decks, and 10+ newsletters. Scaled LinkedIn from 10,000 to 18,000 followers and YouTube to 105,000+ views within 12 months.

WORK EXPERIENCE

Nikore Associates Lucknow, India *March 2024 – Present*

Progression: Graphic Design Intern → Associate Graphic Designer → Communications & Design Lead

- Lead organisation-wide communications strategy; manage a cross-functional team of designers, editors, and social media associates
- Scaled LinkedIn from 10,000 to 18,000 followers (+80%) within 12 months; YouTube to 105,000+ views with individual videos reaching 94,000+ views
- Developed the organisation's first brand guidelines, establishing visual identity standards across all outputs
- Built a centralised media management system with AI-based summaries, event tracking, and automated approval workflows
- Automated HR operations: implemented Google Forms-based systems for hiring, payments, and reimbursements
- Built an in-house tool to auto-generate HR certificates, contracts, and letters of recommendation
- Designed 100+ presentation decks and policy reports for GIZ, ITDP, ITC, and other multilateral clients
- Produced 200+ social media assets and 10+ newsletters supporting policy communication and stakeholder outreach

XenonMedia xenonmedia.in | Lucknow, India *February 2022 – Present*

Creative Lead & Founder

- Delivered end-to-end brand identity, UI/UX design, and responsive website development for Artitout (UNESCO-certified art therapy practice), BloodConnect, and Carversal
- Managed client briefs and design production across web interfaces, print collaterals, and digital media

KEY PROJECTS

WEMAC 2026: Women's Entrepreneur Market Access Collective *February 2026*

Led end-to-end communications and visual production for a high-profile international conference. Managed event branding, social media creatives, presentation design, and video asset creation. Conducted field visits to remote communities in Dimapur, Limkheda, and villages near Visakhapatnam to document grassroots impact for the programme.

ITC SheTrades Publication Launch *March 2026*

Led a 5-person photography and videography team at Shangri-La Hotel, New Delhi for the launch of the UK-India CETA report in collaboration with the International Trade Centre.

SEWA Rural Gujarat: Childcare Centers Field Documentation *March–June 2026*

Field visits to remote areas of Poshina and Tapi, Gujarat. Managed end-to-end documentation contributing to a community betterment toolkit for childcare centre development.

ITDP: Street Perception Survey, Ahmedabad *December 2025*

Managed on-ground survey teams and coordinated video and photo documentation for street perception surveys examining walkability, urban infrastructure, and quality of life.

GIZ & DPIIT: Enabling Women's Participation in India's Logistics Sector *Sept–Dec 2024*

Lead designer for a national-level policy report; created all infographics, data visualisations, charts, and cover design aligned with multilateral reporting standards.

GAME: District Entrepreneurship Mission (DEM), Lucknow *Aug–Nov 2024*

Engaged 100+ stakeholders across universities, incubation centres, banks, and business associations to map Lucknow's entrepreneurship ecosystem. Maintained the master stakeholder tracker — organising all recordings, transcripts, and meeting notes as the primary data source for the Diagnostic Study.

EDUCATION

Bachelor of Arts: Journalism & Mass Communications BBD University, Lucknow | 2021–2024 | 9.0 CGPA

Founding Committee Member, University Podcast Society | Member, University Media Team

Intermediate: Mathematics & Computer Science Vidyatree Modern World College, Lucknow | 2021 | 92%

AWARDS & CERTIFICATIONS

- PD Tondon Foundation Award — Best Student Journalist, 2022 (Cash prize awarded by PD Tondon Foundation Trust, Lucknow)
- Figma UI/UX Design Advanced — Udemy, April 2024 | Credential: UC-37e186dd-e381-466e-be3a-3746e47f0b69

SKILLS

Design: Adobe InDesign, Illustrator, Photoshop, Premiere Pro, Figma, UI/UX Design, Report & Infographic Design, Data Visualisation

Communications: Brand Strategy, Content Strategy, Social Media Strategy, Policy Communication, Stakeholder Engagement, Campaign Management

Operations: Cross-functional Team Management, Process Automation, Workflow Development, Field Research Coordination

Languages: English (Fluent), Hindi (Native)

BOOKS

- 8 Things I Learned Too Late: Amazon Kindle, March 2026. Non-fiction on relationships, decision-making, and self-accountability for young adults.
- India's Education: A Cultural Genocide: Self-published, 2021. Sociological critique of India's education system examining colonial roots, student mental health, and cultural identity.