Courtenay Ahuja

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MULTIDISCIPLINARY DESIGNER and art director with over a decade of experience spanning luxury fashion, brand strategy and experience design. Bringing an editorial eye, strategic thinking and a passion for storytelling to create thoughtful, human-centered design that connects people, brands, and ideas. Committed to inclusive design and especially elevating women's voices.

EDUCATION

Savannah College of Art & Design
MFA, Graphic Design & Visual Experience
Expected Graduation: Spring 2028

University of Alabama
B.S., Apparel & Textile Design
Minor, Consumer Sciences

RECOGNITION

AWDA-AIAP
International Women in Design Award, Shortlisted
Italian Association of Visual Communication Design

SKILLS

Art Direction
Graphic Design
Branding
UI/UX
Content
Styling
Illustration

TECHNICAL SKILLS

DESIGN:
Illustrator
InDesign
Photoshop
Lightroom
Premiere
Figma
Canva

AI:
Midjourney
Claude
ChatGPT

OFFICE:
Powerpoint
Word
Excel
Outlook
Teams
Slack
Keynote
Zoom

EXPERIENCE

MOM GONE GRAPHIC I NEW YORK, NY

Owner and Creative Director
October 2024 - Present

- Develop comprehensive, user-centered brand strategies, visual identities, and guidelines that illustrate clients' unique stories into cohesive physical and digital experiences
- Lead creative strategy, art direction, and production of integrated 360° marketing campaigns, including UI/UX design, social media strategy, content development and advertising across digital, print, retail, and experiential platforms
- Conceptualize and direct editorial content, photoshoots, and omnichannel brand experiences, from creative development through final production

Featured Clients:
Ace Studios, LLC I New York, NY
Emily Phillips I Nashville, TN
Sage Wellness & Health I Nashville, TN
Sama Yoga I New Canaan, CT
Thistle Farms I Nashville, TN
USN Evening Classes I Nashville, TN

TIFFANY AND CO. I JOHN HARDY I PANDORA I NEW YORK, NY

Freelance Graphic Designer, Visual Merchandising, 2022 - 2024

- Design visual communications including guidelines, monthly newsletters and team intranet pages for global in-store guidance (utilized in up to 500 stores) that is editorial, brand appropriate, stylistic and clearly conveys merchandising standards
- Create effective training communications for global product launches, in-store activations, seasonal floor changes and in-store presentation initiatives
- Coordinate with vendors, up to 15 wholesale partners and 30 field visual associates to manage production and installation of visual assets as needed

TUMI I NEW YORK, NY

Global Visual Merchandising Manager, 2015 - 2016

- Directing photo shoots, designing communication layouts, writing, publishing and delivering assets to necessary partners and overseeing implementation of global in-store and window presentations
- Led visual standards trainings for District Managers, Store Managers and Field Visual Associates covering 120 stores
- Conducted all VM collateral production orders and retrofits including seasonal window creative, quarterly video content updates, prop roll-outs, signage updates, lightbox changes, etc.

COACH I NEW YORK, NY

Visual Merchandising Coordinator, Global Environments, 2013 - 2015
Administrative Assistant, Women's Handbag Design, 2011 - 2013

GIORGIO ARMANI I NEW YORK, NY

Sales Assistant, February 2010 - May 2011

SAINT LAURENT I NEW YORK, NY

Merchandising Intern in Women's Accessories, January - February 2010

SEE WORK AND PORTFOLIO AT WWW.MOMGONEGRAPHIC.COM
REFERENCES AVAILABLE UPON REQUEST.