

Brand & Content Strategist |
Creative Leadership | D2C Ecommerce

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Nikita Valerie Hurtis

I am..

A Brand, Creative and Market Strategist with 10+ years of experience spanning design, branding, ecommerce and customer acquisition.

I am proud of..

My ability to bridge creative execution with market strategy to develop full-funnel experiences that drive engagement, retention and revenue growth.

Tools

Adobe Creative Suite

Figma

Google Analytics

Shopify

Klaviyo

MS Office

AI Tools

Claude

ChatGPT

Motion

Higgsfield

Google Flow

Midjourney

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Work Experience



Design Manager
Brand &
Content Strategy
US, Canada and
Australia Markets
Transformative
Ventures
May 2024 - Present

Redesigned the D2C ecommerce platform, **increasing customer engagement and product discovery by 200%+** while improving brand consistency and purchase experience.

Evolved from creative management into **performance marketing, owning brand and full-funnel customer journeys across acquisition, conversion and retention.**

Driving **revenue and non-buyer growth** through marketing campaigns across Meta, Google, landing pages and email, consistently **exceeding performance benchmarks by 2-5% through data-driven creative testing.**

Applying **AI-driven market intelligence**, competitor analysis and creative experimentation **to identify opportunities, refine positioning and accelerate high-performing campaign execution.**

Developed **TOFU, MOFU and retention marketing initiatives** to improve customer engagement throughout the buying journey.

Establishing **scalable creative processes** and **mentoring designers and copywriters** across cross-functional teams.



Mentor,
Branding &
Identity
AND Academy
Jun 2023 - Present

Coaching emerging designers on **brand strategy, identity and portfolio development** through design-thinking and storytelling.

Research & Freelance
Auroville, TN
Jun 2023 - Dec 2023

Consulted **eco-conscious startups** on **branding and marketing strategy.**

Key category expertise: **Hospitality, Food & Beverage and Non-profits.**

Education

2012 - 2016
Bachelor of Design,
Product Design
Symbiosis Institute of Design
Pune, India

2008 - 2011
Bachelor of Arts,
Psychology
SSR College of Arts,
Commerce & Science
Silvassa, India

Skill Set

Creative Direction
Brand Strategy
Positioning
Customer Segmentation
Consumer Psychology
Market Research
Competitive Analysis
Conversion Rate Optimization
Design Management
User Experience
Client Relations
Creative Operations
Team Mentorship

Languages

English
Hindi
Portuguese
Gujarati

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Work Experience

 Sr. Graphic Designer

Design Brewery
Sep 2022 - May 2023

Delivered **branding, campaign and digital design solutions** for clients across **technology, manufacturing and energy sectors**.

Translated client business objectives into impactful **creative solutions across web, marketing and brand touchpoints**.

Established design standards and **mentored junior designers** to improve quality and consistency across projects.

Clients included **Okaya, Race Energy, Orilite, Apeejay Group, Nortek LED and Crestech**.

 Design Lead

XR Central
Feb 2022 - Sep 2022

Built and led a multidisciplinary design team.

Defined **creative vision** for **immersive AR, VR and gamified experiences**.

Managed stakeholder relationships.

Delivered projects for **Infosys, Accenture, Mercedes, Adani, SpiceJet, India Art Fair, Gigabyte and Lucknow Super Giants**.

Freelance Designer
Mar 2020 - Dec 2021

Delivered impactful design solutions across **product, web, print, branding and illustration** projects.

Key category expertise: **Food & Beverage, Furniture & Interiors and Fashion**

 Design Consultant

Administration of
Daman, Diu
Sep 2017 - Feb 2020

Designed **functional spaces and material solutions**, collaborating with consultants and contractors.

Managed **client communication** and **on-site execution**.

 Product Design
Rayden Design Studio
Dec 2015 - Jun 2016

Designed WATR, a range of serve-ware products, from **concept through packaging and production**.