+91 99 7153 8766
divyangani.sharma@gmail.com
divyangani.lovable.app
linkedin.com/in/divyangani
NEW DELHI, INDIA

Get in touch.

Divyangani Sharma

About

Creative and Art Director with 8+ years of enriching experience in building brand, pavilion and campaign systems across continents. Conceptualised and designed client-focussed innovative creatives for India pavilions at WEF Davos, Hannover Messe and Expo 2020 Dubai; delivered national campaigns for Incredible India. Designed campaigns from inception to implementation to delivery; converted and developed abstract brand ideas into clean, editorial designs across print and digital platforms. International exposure and studies have enriched my global outlook and perspective, imparting cultural awareness and focus on place branding, including a drive for illustrations and storytelling.

Expertise

Logo & Brand Identity
Pavilion, Exhibition & Spatial
Campaign & OOH
Bus & Metro Wraps
Tourism & Place Branding
Editorial Design
Illustration
Leadership
Creative Direction
Team Leadership
Client Management

Tools

Adobe CC
(Photoshop, Illustrator, InDesign)
Generative AI Tools
AI-to-Vector Refinement

Education

2019–2020
MA Design
Graphic Design & Advertising
University of Sunderland *England*
AAS College *Thessaloniki*

2014–2018
Bachelor of Fine Arts
Applied Arts
Amity University *Noida*

2010–2014
High School Diploma
Toronto District School Board
Don Mills Collegiate Institute *Toronto*

Languages

English • Hindi • French *(basic)*

Experience

March 2021 – Present

Art Director — IdeaWorks Design & Strategy Pvt. Ltd., Gurugram

Responsible for creative direction and delivery: from inception to implementation to completion. Have worked across national pavilions, campaigns and brand-system projects:

- **Incredible India:** Carried forward the Incredible India campaign by bringing it to Metro platforms for maximum public awareness and reach with a hundred-meter Mumbai Metro wrap that reimagines transit as tourism. Extended the campaign into a national system spanning Dekho Apna Desh, Lakshadweep, Goa, tribal circuits, wildlife, forts and palaces, with lesser-known places in India. Developed logos and brand identities for classical music events: Krishnaveni Sangeetha Neerajanam and Mysuru Sangeetha Sugandha, where instruments become live and places becomes music.
- **Expo 2020 Dubai:** Coordinated and created prestigious India pavilion communication designs and content in close cooperation with the Consulate General of India Dubai and FICCI; including global campaigns, invites, advertisements, coffee table book launched by Hon'ble Minister Shri Piyush Goyal, the India Innovation Hub bus wrap and national press.
- **WEF Davos:** Led the identity and spatial design for the Government of India's 10,000 sq ft pavilion, housing 10 States under one umbrella architecture, plus environmental graphics for the CII Lounge. Created distinct identities and billboards for Guidance Tamil Nadu and the Economic Development Board, Andhra Pradesh.
- **Hannover Messe:** Designed the Guidance Tamil Nadu pavilion and communications.
- **Umagine Chennai:** Designed the brand guidelines for Tamil Nadu's first tech summit.
- **WHO India:** Designed the national health social media campaign, including Instagram campaign (1M+ followers (retained), with 44K+ reach in 90 days, 89% from non-followers).
- **Amara Raja Energy & Mobility:** Developed the ePositive logo for the new initiative of EV charging along with batteries, bus, chargers, charging stations for Amara Raja Energy & Mobility. Designed labels, packaging, pavilion, events, social media, signage, livery and digital designs for their existing brands Amaron, PowerZone, Elito and Amaron Lubes; unifying a legacy battery brand into a future-facing mobility ecosystem.
- **ISB Insights Forum:** Built the first event brand identity and communication designs.
- **iTNT Hub:** Designed the identity and logo for India's first Emerging & DeepTech Innovation Network.
- **Cement Manufacturers Association:** Created a high-impact newspaper campaign on GST reforms in the cement sector, balancing clarity with visual strength aimed at reinforcing CMA as a key industry voice.
- **SaveLIFE Foundation:** Created road-safety campaign for Uttar Pradesh, Right To Trauma Care Event in Delhi and designed the '18 Years of Impact' magazine.
- **Midland Credit Management:** Transformed the environmental graphics for MCM's Gurugram office. Designed their yearly summit and internal corporate logos.
- **The Place Brand Observer:** Designed the editorial for the Special Edition: Africa & The Middle East + Talent Special; also built the modular grid for the 2026 Yearbook, a special edition bridging place branding, culture and geography. Clarity meets narrative, with image-led pacing and a typographic hierarchy that guides complex ideas for a global readership.

Explore detailed case studies here

January 2021 – March 2021

Graphic Designer — Passcode Hospitality

- Designed brand and communication systems for a boutique hospitality group (PCO, ATM, Ping's Café Orient, Jamun): experiential storytelling, menu systems, signage, premium packaging and social media.

2017 – Present

Art Director & Design Consultant — Freelance

- Independent creative practice spanning brand identity, books and publication designing, editorial illustration, tarot and oracle deck creation, hospitality branding and design consultancy across print, spatial and digital, with international clients.

Selected Works



Expo 2020 Dubai, India Innovation Hub — Bus Wrap

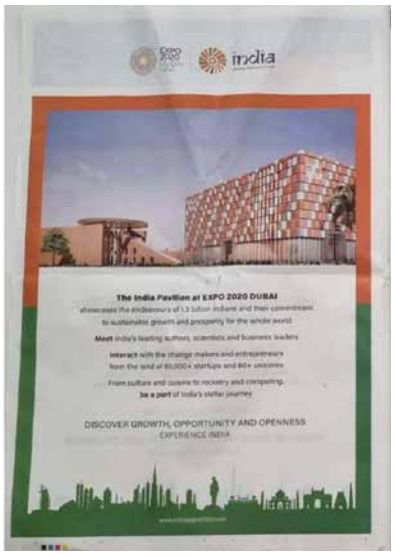


Amara Raja Energy & Mobility — E-Bus Livery



Expo 2020 Dubai, Coffee Table Book Launch with Shri Piyush Goyal

Scan to Explore More Work



Expo 2020 Dubai, Newspaper Ad for India Pavilion

AMARON ePositive — Logo System



Incredible India — Mumbai Metro Wrap Campaign



Incredible India — OOH Campaign



Govt of India @ WEF Davos — Entrance System



CII @ WEF Davos — Facade System



Govt of India @ WEF Davos — Lounge System



CMA GST Reform Campaign — Economic Times



Tamil Nadu @ WEF Davos — Hoarding Design



Tamil Nadu & Andhra Pradesh @ WEF Davos — Pavilion Facade



Tamil Nadu @ Hannover Messe — Pavilion System