

Aaryanna Nijjar-Simmonds

View portfolio at aary.world

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Experience



Concept Designer
Disco Bunny Studio 03/2024 – Present

Lead the design and launch of original, character-driven concepts and products, taking ideas from early sketches through real-world retail deployment.

Develop visual systems, packaging, and physical formats within material, size, and production constraints. Guide concept exploration and refinement across projects, balancing playfulness with feasibility and scale. Provide product-focused brand systems and concept design for external partners.

Graphic Designer
T-Mobile 03/2022 – Present

Art direct concept-led visual communication for large-scale marketing initiatives, translating ideas into clear brand expressions. Collaborate with senior leadership and cross-functional teams to maintain cohesive brand systems and present strategic design recommendations at scale.

Creative Strategist
T-Mobile 09/2020 – 03/2022

Design and art direct brand systems across campaigns, merchandising, and retail environments. Lead visual direction for social, digital, and in-store channels, creating cohesive identities that scale across platforms and support brand growth.

Digital Designer
Independent Consultant 02/2018 – 12/2025

Design product-led brand systems across physical and digital experiences, including identity, UI/UX, print, and social applications. Create cohesive, user-centered solutions that scale across platforms and real-world touchpoints.

Education

Bachelor of Science,
Business Administration

Minor,
American Sign
Language

Liberty University

08/2017 – 01/2020

Capabilities

- Character Design
- Art Direction
- Illustration
- Digital Design
- Campaign Design
- Brand Loyalty
- Product Development
- Content Creation
- Branding & Strategy

Select Partners

- TEDx
- T-Mobile CEO
- Forbes
- TikTok
- CBS

Tools

- Adobe CC
- Illustrator
- Photoshop
- Premiere
- After Effects
- Figma
- Canva
- Procreate
- 3D Modeling

