

# Gaurav Chopra

Design - Marketing & Content at Cars24

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Experience: 6+ years

Website: grvbuilds.com

Portfolio: be.net/grvchopra

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## Profile Summary

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Creative designer with 6+ years of experience driving brand and design strategy across high-growth tech companies. Built and scaled creative teams, launched campaigns reaching millions, and embedded AI workflows to accelerate output.

## Work Experience

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Lead Visual Designer, Cars24

Gurugram, India | Aug 2025 - Present

At Cars24, my present responsibilities include:

- Delivering static assets, video assets, content videos, and in-app campaigns monthly.
- Defining content strategy for organic engagement and growth for value added services.
- Leveraging AI workflows to cut production time, build internal tools, and teach across team.



Generalist Designer, Stable Money

Bangalore, India | May 2025 - August 2025 (contract: 3 months)

- Led AI performance ads, achieving 6% avg CTR for financial products.
- Took care of online and offline marketing campaigns across.
- Led creation of marketing UI pages for financial products (Bonds).



Senior Visual Designer, ixigo

Gurugram, India | Feb 2023 - May 2025 (2y 4m)

- Led email design system across multiple lines of business, enabling quick creation of transactional & non-transactional mailers without losing the design consistency.
- Led visual design for product.
- Led re-branding of ixigo.



## Marketing Designer, Inshorts

Noida, India | Sept 2020 - Feb 2023 (2y 6m)

- Took care of performance marketing static and video ads across multiple Indian languages
- Delivered in-app promotion ads for consumer brands.

## Creative Consultant, Independent

Remote | 2017 - 2024

- Delivered brand and design for 15+ US-based clients across tech, e-commerce, and media
- Led UX and creative direction for an AI agent platform helping D2C brands convert website traffic into sales
- Led app design for a social impact platform delivering life-skills education to underprivileged communities

## Education & Skills

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### Bachelor of Computer Applications (BCA), Institute of Technology & Science

Ghaziabad, India | 2017-2020

#### Design Skills

Visual Design  
Marketing Design  
Design System  
Motion Design  
AI System Design  
Lottie Animations

#### Tools

Figma  
Adobe Suite  
Claude Code  
Codex  
Google Flow  
Higgsfield

#### Languages

English  
Hindi  
Punjabi