





MY JOURNEY

I'm Aayush Soni (Haboo), and my journey began with a simple movie COCO and it made me realize how much there is to do in research work and create, the idea of creating my own world through information and research and creativity change my idea of life. That day i decided to dive in.

I started off in fine arts. So, I took a leap and dived into the world of Animation & Visual courses at Whistling Woods.

This journey taught me the intricacies of design, the art of pre-production, and how to wield every software tool like a pro.

From directing as a passion, Handling Camera and designing for Money, I became a versatile artist in the creative realm.

later an idea that turned into something beautiful was a community of nearly 1500 members. Through this community, I've been able to create daily work opportunities for 8-10 individuals, making a real impact on people's lives. Made me a great communicator, Humble and grateful in life.

In my Experience My path has also woven through consultancy, assisting directors, handling AD roles, and crafting designs for renowned clients. Each experience added a new color to my canvas, enriching my skills and perspectives.

Education

→ Whistling Woods International
Bachelor's in Animation & Design
(Specialized in Pre Production)

MSBSS
Commerce with Fine Arts

Life taught
me skills
like How to
sell? Make
Connections,
Negotiate &
TO DREAM

→ Visuals &
Direction

→ Draw &
Design
→ Adobe
Suite

→ Team Work
Harmony
→ To Lead &
Communicate
Community
building
→ Present-
ations



MY EXPERIENCES

Creative Associate (Freelance), Mumbai September 2023 – Present

My freelance journey has been a delightful adventure, working closely with esteemed clients in various capacities such as Director's Assistant and Chief AD. Here are some of the notable clients I've had the privilege to collaborate with:

Netflix, Youtube, Disney, Tinder, Maybelline x Archies, Slice, Mumbai Indians, Swiggy, Unica, Cadbury, Kwaliti Walls, Caratlane, Durex, MAMI, EUME.

Additionally, I worked as a consultant/critic for YouTube, providing valuable insights and feedback on their products. I also took on branding and website design projects for over 12 clients across different sectors.

Founder & Community Manager, Haboo Community January 2023 – Present

As the founder of Haboo Art Community, I've nurtured a vibrant space for artists to connect, collaborate, and grow. I also established the Haboo People society, fostering meaningful connections among professionals from diverse backgrounds. Through active engagement and support, I've grown the Haboo Community into a thriving network of over 1500 professionals, facilitating valuable collaborations and opportunities.



PORTFOLIO & CONTACT

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Creative Consultant, ReadyAssist, Bangalore May 2023 – July 2023

At ReadyAssist, I provided creative direction, developed brand guidelines, and led UI/UX design for the website. I mentored team members, ensuring successful project outcomes and consistent brand representation.

Associate Art Director, QCG Media, Maryland, USA August 2022 – May 2023

In this role, I led visual aspects of pre-production and production for two subsidiaries under QCG Media. I successfully pitched to Disney + and led a team of designers and illustrators, delivering integrated campaigns across print, digital, and social media platforms.

Cofounder, Sloth & Boo, Jaipur

I co-founded Sloth & Boo, creating interactive games to foster connections at social events. We achieved a remarkable ROI and handled product design, branding, and marketing strategies.

Marketing Associate (VP Marketing for Feel Flea), AIESEC, Mumbai

I served as the Organizing Committee Vice President of Marketing for Feel Flea, achieving a significant footfall and managing end-to-end marketing strategies.

Graphic Designer, Trumpet Media, Jaipur

During my tenure at Trumpet Media, I contributed to visual design projects across various industries, collaborating with senior designers and managing junior team members.

Throughout my journey, I've embraced creativity, leadership, and collaboration, contributing positively to every project and organization I've been a part of.

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HABOO COMMUNITY

WE ARE CLOSE TO 1500 PEOPLE RIGHT NOW, WITH 8-10 LEADS PER DAY. WE HAVE PEOPLE WHO HAVE EARNED OVER 5-10 LAKHS FROM THE COMMUNITY, SAFELY AVERAGING IT TO 2.5CR WORTH OF TRANSACTION SINCE PAST 1.5 YEARS. HELPED ME MAKE A WONDERFUL TEAM AND CONTACTS WITH BEING SUPER RESOURCEFUL.



Karan Yadav · 1st

Content @Airtribe | Writer | Youtube Growth
3w · 🌐

I made 5 Lakh+ just from this 1 WhatsApp community. (in 1 year)
Here's the story + how you can join the community too.

I joined [Haboo Community](#) (by [Aayush Soni](#)) exactly a year ago, thanks to [Raghvi Rawat](#) for the reference.

At the start, it just seemed like a normal WhatsApp group of 600 people sharing random stuff.

Every day, I used to see opportunities in fields such as editing, videography, social media, & much more.

It was a perfect balance of people looking for opportunities & people looking for talent.

The best part was that there was no commission or interference by the group admins at all.

So whenever someone posted any requirements, I used to DM them, even if I was unsure about my abilities for the job.

I got rejected a dozen times, but I also got to realize my shortcomings. Such as a good portfolio, way of communicating, & pricing strategy.

I got to work with influencers like Ayush Shukla in Mumbai, thanks to this community.

Almost all of my top-paying clients in my last agency came from this community.

I have hired almost 10+ freelancers from the group over the past year, and all of them were a delight to work with.

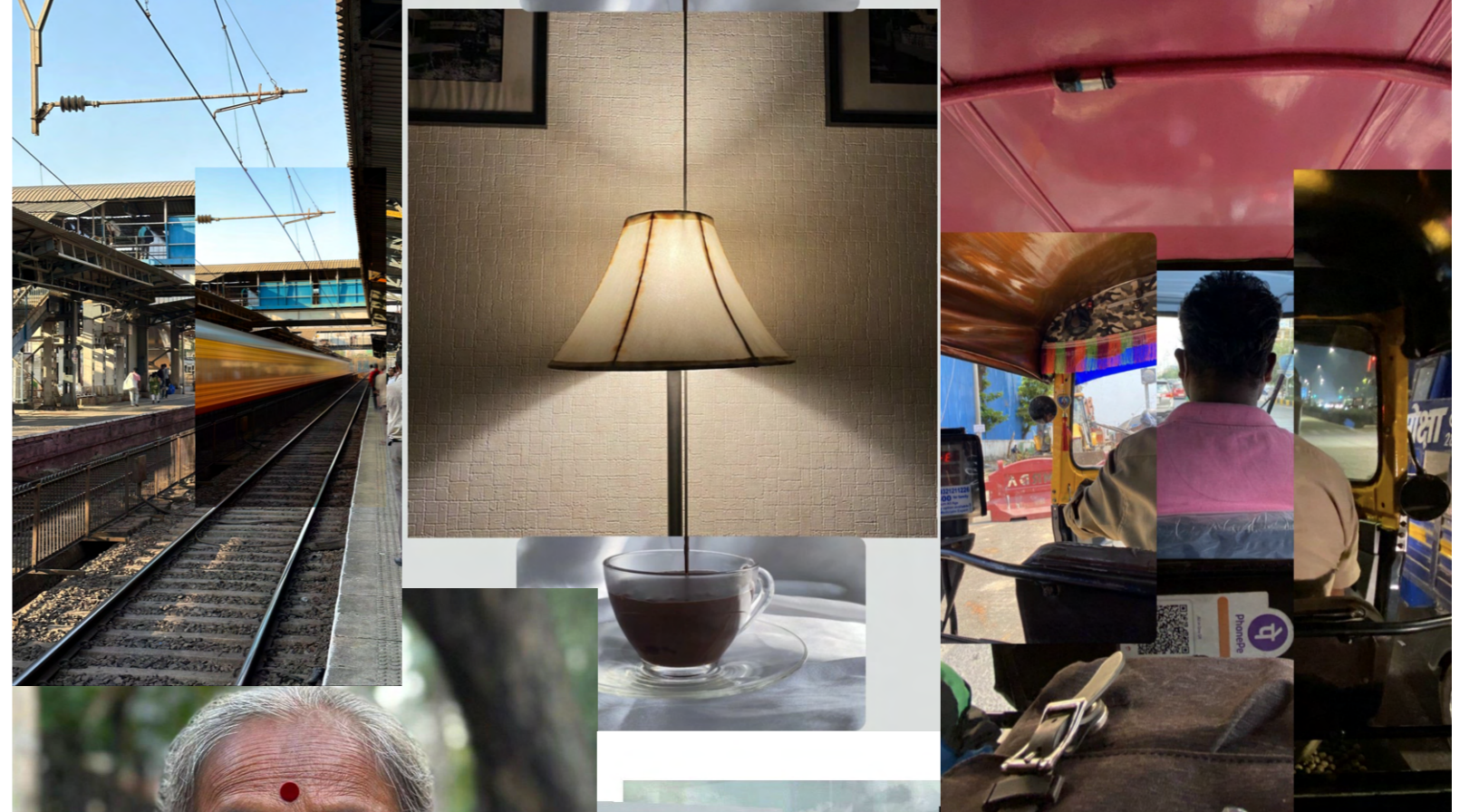
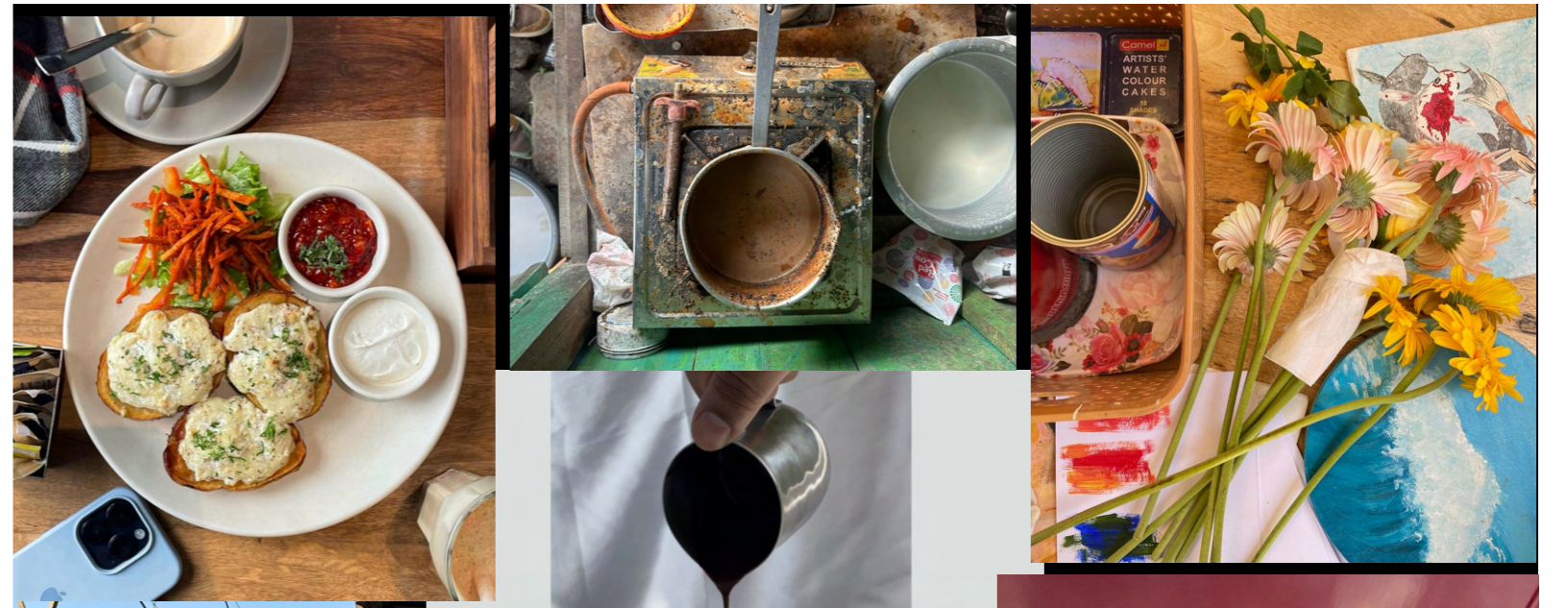
And the freelance projects I got from here helped me go through my financial crisis.

Haboo recently crossed the 1000+ member mark, and being a part of this community for the past year, it feels like a personal achievement.





MY WORK
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