



Hello, I'm  
**Aashi Gada**



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### ABOUT

I am a multi-disciplinary designer based in Mumbai. I am currently a third year student at Ecole Intuit Lab. My dual focus in visual communication & psychology lets me understand how people see and feel, which I use to craft powerful branding and strategies.

Always up for a design challenge, I combine strong research with innovative thinking to create user-centric experiences that are both aesthetic and functional. My design process is fueled by a relentless curiosity, a constant "Explore" mode.

### EXPERIENCE

#### Typcaste (Internship)

June '23 -  
December '23

- **Developed and executed comprehensive visual identities for 10+ projects** – brand-identity, packaging design, brand strategy, copywriting, logo design, brand guidelines, & presentation deck design.
- **Led the rebranding of Typcaste** as the lead designer, spearheading the visual identity refresh across all touchpoints.
- **Expanded expertise** in corporate & FMCG branding.

#### Reproscan (Internship)

January '23 -  
February '23

- **Gained hands-on experience** in translating visual designs for both digital and offset printing.
- **Enhanced print production skills** such as bleed, DPI, & color profiles for impactful execution.
- **Collaborated effectively with a team of print specialists** to ensure design intent meets printing capabilities.

### EDUCATION

• <b>Ecole Intuit Lab</b>	Credits- 180/180
Visual Communication	'21-'25
• <b>Mumbai University</b>	SCGPI- 8.00
B.A. in Psychology	'21-'24
• <b>H.R College of Commerce &amp; Economics (HSC)</b>	94%
Secondary Education	'19-'21
• <b>Queen Mary School (ICSE)</b>	95.33%
Primary Education	'06-'19

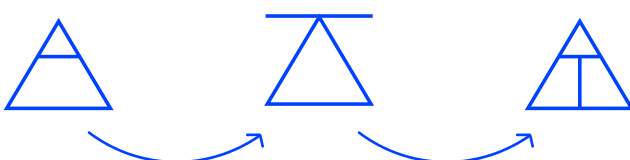
### TECHNICAL SKILLS

**Brand Identity & Strategy**  
**Human Centred Design**  
**Graphic Design**  
**Art Direction**  
**Packaging**  
**Illustration**  
**Advertising & Copywriting**  
**Editorial & Layout Design**  
**Research and Analysis**

### SOFTWARES SKILLS

<b>Adobe Illustrator</b>	Sketchbook Autodesk
<b>Adobe Photoshop</b>	Adobe Lightroom
<b>Adobe InDesign</b>	Adobe After Effects
<b>Figma - FigJam</b>	Adobe Premiere Pro
<b>Procreate</b>	Blender
<b>Notion</b>	Miro

### MY DESIGN MANIFESTO



**Explore** relentlessly. **Challenge** yourself. **Create** with passion.

### SOFT SKILLS

Problem-Solving  
Critical Thinking  
Conceptualisation  
Strong Work Ethic  
Collaboration  
Communication  
Curiosity

### LANGUAGES

English  
Hindi  
Gujarati  
French