



# Akshith Kejriwal

Visual Communication Design Student

As a Visual Communication Design student with a Fine Arts background, my passion lies in branding and identity design. I thrive on crafting designs that are not only visually captivating but also well researched and infused with a touch of humour. Storytelling is also a key factor in my designs. I believe in immersing myself in diverse experiences, drawing inspiration by observing the world around me. Whether it's observing everyday life or diving into personal anecdotes, I find that genuine emotions and authentic experiences breathe life into my designs.

I aim to create designs that communicate the brand's story in a playful and engaging way.

## Projects I have Worked On

### ○ Rebranding Cafe Van Gogh

Logo and Identity design for a cafe in South of France. I drew inspiration from the special bond between Van Gogh and his brother Theo. They showed their love through hand written letters filled with sketches of Arles. These sketches became the basis of my stamp-like artwork and seal design.

### ○ Identity and website Design for Cosmic Gemstones

A team project for a boutique specialising in customized gemstone jewellery. We created a brand identity infused with astrology and luxury. Soft hues and bespoke touches define our design. Our website allows for personalised orders and also educates customers on gemstone jewellery.

### ○ An App informing about Olympic 2024

A team project for a German channel that is covering everything in and around the Olympics 2024 being held in France. I used famous French statues and Bauhaus style to create fun and sporty visual bringing the two worlds together.

### ○ Book Cover Redesign for "Mafia Queens of Mumbai"

A dual page book cover design, reminiscent of the red light area in Mumbai. Through strategically placed window cutouts, viewers catch a tantalising peak into the underworld depicted within.

### ○ Pattern Designs

"Jangala" a pattern inspired by Indian folk art depicting cheetahs and lotuses.  
"Bahaar" a pattern inspired by Mughal miniature paintings depicting spring.

## Contact

### Phone

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### Email

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### Website

<https://akshithkejriwal.myportfolio.com>

## Education

2022-2026

### Visual Communication Design

École Intuit Lab, Mumbai

School

### Science with fine arts

Rajkumar College, Raipur

## Skills

- Branding
- Graphic Design
- Identity Design
- Illustrations
- Copywriting
- Packaging

## Language

English

Hindi



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