

DESHNA RATHOD

GRAPHIC DESIGNER

Mumbai, Maharashtra

+91 8097330443

work.deshna@gmail.com

Portfolio: <https://readymag.website/u3573733051/4790058/>

PROFILE

I'm a fourth-year Visual Communication student and soon-to-be graduate from Ecole Intuit Lab, Class of '24. As a passionate designer, I strive to ensure that every design I create tells an engaging story and also believe that infusing a personal touch to the projects brings out the authenticity, which is the crux of an impactful design. With a keen eye for branding and a love for packaging, I eagerly anticipate exploring new trends at the intersection of design and thought.

KEY INTERESTS

Primary:
Branding and Packaging

Secondary:
Editorial and UI Design

WORK EXPERIENCE

JUNE 2023 - NOV 2023

Yellow Ad
Design Intern

Interned at Yellow Ad, where I helped in team based branding project and independently handled a website design project. I also worked on strategy and editorial projects for luxury brands. This experience honed my attention to detail, from conceptualizing visuals to crafting impactful designs, teaching me to merge creativity with strategy to deliver the best!

JUNE 2022 - JULY 2022

PCKD. Design Studio
Design Intern

Worked as a Graphic Design Intern at PCKD, where I gained experience in branding and packaging design for restaurants, cafes, and pet food products. This role at a small agency provided me with extensive exposure to various design projects, enhancing my skills in creative problem-solving, project management, and client communication.

JUNE 2022 - JULY 2022

Nabhya Parmar
Design Intern, Freelance

Developed the brand identity for Urban Ethnographers, including its application across office stationery, and documented the project under the guidance of Nabhya Parmar.

EDUCATION

2020 - 2024 (Present)

Ecole Intuit Lab, Mumbai

Visual Communication Design

FEB 2023 - JUNE 2023

Ecole Intuit Lab, Marseille

Student Exchange Programme in France

2020 - 2024

IDOL, Mumbai University

Bachelor Of Arts Degree

2018 - 2020

Malini Kishor Sanghvi
College of Commerce

Higher Secondary Education Board of Maharashtra
(11th & 12th Standard)

SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Adobe After Effects (limited proficiency), Figma and Procreate