



KAREENA BATHIJA

Visual Communication
Design Student

CONTACT

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Mumbai, India

EDUCATION

Lab 2 Student, Visual Communications,
Ecole Intuit Lab, Mumbai

LANGUAGES

English

Hindi

French

Sindhi

SOFTWARE SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Fresco

Adobe Premiere Pro

ABOUT ME

I'm a Visual Communication student with a passion for branding and illustration. Each project is an opportunity to blend creativity with strategy, because I believe that a design is only a good design if it connects with its target audience on a deeper level. By merging branding, illustration, and witty copy, I aim to create memorable and impactful designs, while always remaining eager to learn more.

PROJECTS I'VE WORKED ON

Brand Identity for Cosmic Gemstones

- A team project rebranding a luxury cosmic gemstone jewellery brand targeting astrology lovers

Type Terminology Zine based on 2000's Hollywood Singers

A team project illustrating a zine explaining typography terminologies creatively to Gen Z using poses from popular music videos of 2000's Hollywood singers and incorporating witty copy explaining the terminology while referring to the lyrics or the singer's life

Book Cover Redesign for Dan Brown's 'The Da Vinci Code'

- A redesign involving more of the story and hidden symbolologies in the book

Logo Design for my family jewelry brand Sherry

- I designed a typographic logo for my fashion jewelry brand targeting young females interested in trendy and dainty jewelry

SKILLS

Brand Strategy & Identity Design

Creative Thinking & Copywriting

Illustration & Graphic Design