



SHIVANI UNNIKRISHNAN

VISUAL DESIGNER | EDITORIAL,
BRANDING & ILLUSTRATION

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A visual storyteller drawn to eerie, dark aesthetics with a focus on editorial design and illustration. Crafting bold, narrative-driven work that leaves a lasting impression.

WORK EXPERIENCE



2020 - PRESENT

Visual Storyteller & Illustrator

- Logo Design – Created brand identities and logos for startups, small businesses, and personal brands.
- Music Cover Art – Designed digital cover artworks for independent musicians, blending illustration and typography for unique album/track identities.
- Illustrations & Artwork – Commissioned artworks including conceptual illustrations, portraits, and narrative-driven visuals.
- Packaging Design – Developed packaging illustrations and prototypes for boutique products, integrating storytelling and visual appeal.
- Editorial & Layouts – Designed zines, book layouts, and experimental publications with strong narrative focus.
- Social Media Creatives – Produced campaign posts, ads, and brand visuals tailored for digital platforms.
- Merchandise Graphics – Created illustration-based designs for apparel and accessories.

2023 - 2024

Hat Media

illustrator

- Designed social media creatives and campaign visuals for GRP, Mumbai police, PMC, BNHS, MSSEDCL, Probus Insurance, Nanhi kali etc.
- Developed visual storytelling posts for Mumbai Police, blending design with public awareness messaging.
- Collaborated with content writers and marketing strategists to deliver cohesive campaigns.
- Managed tight deadlines and multi-project workflows in a fast-paced agency environment.
- Experimented with illustration styles for campaigns requiring original art.
- Ensured design consistency across client touchpoints (social, web, print).

EDUCATION



ECOLE INTUIT LAB

Postgraduation in Advertising, Design & Digital Communication

2024- 2026



S.K SOMAIYA VIDYAVIHAR

Mass media communication journalism and Advertising Hons

2020 - 2023

PROJECTS

- **Mahindra – Proud Fathers for Daughters (Nanhi Kali)**

Created original illustrations to support the campaign's storytelling.

Assisted in directing social media videos and reels, ensuring engaging narrative flow for Nanhi Kali's digital presence.

- **Aditya Birla Group**

Worked as an illustrator for a high-profile coffee table books project.

Contributed to a coffee table book project that won 1st prize, gaining hands-on experience in editorial, luxury design, visual storytelling, and large-format print design.

- **Mahindra – Independence Rock Festival (Nanhi Kali Initiative)**

Conducted artist interviews and created reel content for Nanhi Kali's social media coverage.

Posted live updates during the festival to boost real-time engagement and visibility.

SKILLS

- Quick learner
- Empathetic team player
- Detail-oriented
- Organized multitasker
- Illustration (digital + traditional, conceptual, narrative-driven)
- Editorial & Publication Design
- Branding & Logo Design (visual identity, brand storytelling)
- Packaging Design (conceptual, research-backed, narrative packaging)
- Social Media Design (campaigns, reels direction, digital storytelling)
- Typography & Layout Systems
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After effects) + Procreate and Canva
- Creative Concept Development & Research
- Merchandise Design & Illustration
- Visual Storytelling through mixed media