



## MITALI KADAM

Graphic Designer, 23

## CONTACT



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Mumbai, Maharashtra

## ABOUT ME

I'm a Visual Communication Designer with a strong interest in building thoughtful brand systems and meaningful visual narratives. My approach combines strategic thinking with a clear, detail-driven design process, ensuring every concept serves both purpose and aesthetics. I'm actively exploring different areas of design to discover a niche that aligns with my strengths and creative curiosity.

## MAIN DOMAIN

Branding & Packaging Design  
Illustration  
Graphic Design  
Basic Motion Graphic

## SKILLS

Project Management Skills  
Creativity  
Critical Thinking

## EDUCATION

### Postgraduate in Advertising, Design & Digital Communication

#### *Post Graduation*

École Intuit Lab, Mumbai

### Diploma in Graphic Design

*Certification Course (12 months)*

GRADE: A+

### Bachelor in Mass Media (Advertising)

#### *Under Graduation*

Guru Nanak Khalsa College of Art, Commerce and Science

CGPA: 9.16

## EXPERIENCE

### Executive Graphic Designer

*Offbeat Media*

Feb '24 - July '24

Developed visual content for digital campaigns, social media, and branding assets.

Designed promotional materials and client social creatives.

## ADD ON

### Workshop Exchange Programme

*École Intuit Lab, Marseille, France*

Dec '24

Designed digital figurines inspired by real people, transforming observations into a unique illustrative style.

Gained skills in cultural interpretation, observation, and storytelling through hands-on craft.

## SOFTWARES

Adobe Illustrator

Adobe Photoshop

Procreate

Canva

AI generation softwares