



PRACHI AGARWAL

BRAND IDENTITY & VISUAL
COMMUNICATION DESIGNER

Profile

Creative thinker passionate about making design simple, witty, and emotionally resonant. Focused on thoughtful, idea-led projects while designing with heart and a unique perspective.

Education

**PG Diploma in Advertising, Design &
Digital Communication**

Ecole Intuit Lab, Mumbai
2024-2026

B.COM (HONS) IN ACCOUNTING AND FINANCE

Shri Shikshayatan College, Kolkata
2019-2022

XII(CBSE)

Mother's Public School, Bhubaneswar
2019

X(ICSE)

Loyola School, Bhubaneswar
2017

Skills

- Brand Identity Design (logos, typography, color systems)
- Idea-led Brand Development & Positioning
- Visual Storytelling & Conceptual Thinking
- Copywriting (taglines, headlines, brand tone)
- Editorial & Layout Design
- Campaign Conceptualization
- Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Empathy-driven Design Thinking

Contact

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