

Himadri Palai

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INTRODUCTION

I am a graphic designer and illustrator with 1.5 years of experience. I'm based in Mumbai. As a designer with experience, I bring together creativity and strategic thinking to craft impactful branding and advertising solutions. My approach is to focus on designing visuals that not only capture attention but also align with brand goals, insights and positioning. With experience in developing cohesive brand identities, campaigns and digital content, I ensure every design both looks compelling and drives results.

SKILLS

- Branding
- Illustration
- UI Design
- Motion Design (Intermediate lvl.)
- Art Direction
- Teamwork
- Editorial design
- Packaging
- Copywriting
- Presentation

EXPERIENCE

Freelancer

Sep 2023 - Nov 2023

Freelance

Graphic Designer

- Worked as a freelance designer for an independent design studio for 2 months

One Four Seven

Jun 2022 - Jan 2023

Full-time

Jr. Graphic Designer

- Designing brand identities and brand campaigns under the mentorship of creative director.
- Experienced in handling and designing brand books, brand manuals, social media, marketing collaterals, etc.
- Designing content for social media campaigns of brands like MyGlamm, PopXo, Urban Company and Zomato
- Being a part of brand account teams. I have attended client meetings. I have learned to coordinate with team members and deliver work on time.

Amura Health

Jul 2021 - Feb 2023

Internship

Design Intern

- Designing posts for social media and in-house marketing of the brand

EDUCATION

- **Ecole Intuit Lab, Mumbai**

Postgraduate in Advertising, Design & Visual Communication

- **K.P.B Hinduja College**

Bachelors in Multimedia and Communication
(Specialised in Advertising)

LANGUAGES

- English
- Hindi
- Marathi
- Odia

SOFTWARES



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