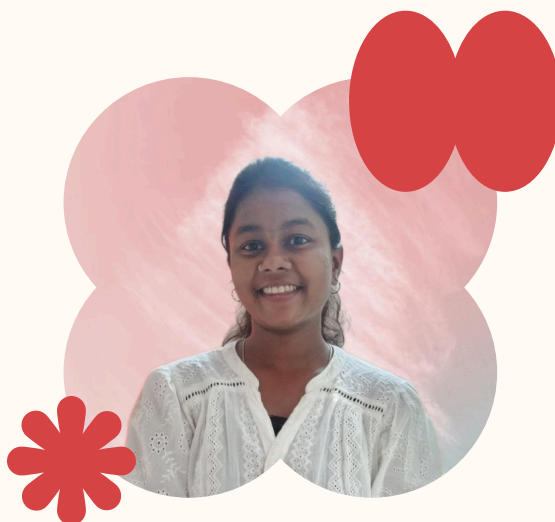


Varsha Arondekar

VISUAL COMMUNICATION DESIGNER

A detail-oriented and emotionally driven designer who creates with softness, clarity, and intention. I aim to shape meaningful visual stories through thoughtful design, blending simplicity with imagination. My motive is to craft work that feels warm, honest, and quietly impactful, while growing as a designer who brings calm creativity to every project.



Education

Ecole Intuit Lab Mumbai

2024-2026

Postgraduation- Advertising, Design,
Digital Communication.

Bachelor of Commerce

2020-2023

Tolani College of Commerce
University of Mumbai - A+

HSC

2019-2020

Tolani College of Commerce
Maharashtra State Board - 76%

SSC

2017-2018

Bombay Cambridge School, Mumbai
Maharashtra State Board - 81%

Skills

- Design & Layout
- Teamwork & Leadership
- Illustration & Graphics
- Event & Stationery Design
- Branding & Identity
- Digital & Web Design

Software's Known

- Illustrator
- Figma
- Canva
- Photoshop
- After Effects
- Framer

Leadership & Volunteer Experience

- Marketing Co-Head at Shivprerana NGO
- Volunteered in social and community initiatives

Languages

- English
- Hindi
- Marathi



Academic Projects

Mobavenue Rebranding

Tools: Adobe Illustrator, Photoshop, Figma

Collaborated on a full rebranding of Mobavenue, a Martech company, with focus on brand strategy and design.

- Redesigned the brand's visual identity including logo, typography, color palette, and mockups.
- Developed brand guidelines and tone of voice aligning with the company's innovative and growth-focused personality.
- Created responsive web and social media mockups to demonstrate cohesive digital presence.

Craft Circle Brand Refresh

Tools: Adobe Illustrator, Photoshop, Figma

The visual rebranding of Craft Circle, a lifestyle retail brand promoting handcrafted goods.

- Refreshed the brand story, logo, tone, typography, and website layout.
- Designed in-store branding elements and packaging with a 5-sense customer experience concept.
- Crafted social media and marketing visuals aligned with the brand's warm, grounded aesthetic.

Sacred Grooves Conceptual Zine Design

Tools: Adobe Illustrator

Developed a conceptual zine for Sacred Grooves, a cultural and eco-conscious forest retreat rooted in the Rutuchakra and Panchamahabhuta philosophy.

- Translated seasonal rhythms and natural elements into calm, sensory-driven layouts, colour systems and visual storytelling.
- Designed a keepsake-style zine capturing forest layers, seasonal transitions, art and mindfulness experiences.
- Maintained a poetic, minimal visual language aligned with the brand's grounded and timeless tone.



Declaration

I, Varsha Arondekar, hereby declare that the information provided above is true to the best of my knowledge. I am committed to contributing my skills, creativity and best efforts to the organization.

Date:

Place: Mumbai

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