

## ABOUT

An illustrator-turned-designer with a strong foundation in visual storytelling and brand communication. I'm skilled in ideation, research, and translating concepts into compelling design solutions across editorial, branding, and digital platforms, and passionate about creating work that balances strategic thinking with unexpected creative touches, to bring fresh perspectives to design.

## EDUCATION

### PGD IN VISUAL COMMUNICATION (DESIGN & DIGITAL COMMUNICATION)

École Intuit Lab | 2024 - 2026

Completed workshops in Art Direction (2025) and Storyboarding for Advertising (2024)

### B.A. PHILOSOPHY (MERIT RANK)

Mithibai College of Arts | 2021 - 2024

### CERTIFICATE COURSE IN CONTEMPORARY COMMUNICATION

Department of Foreign Languages, Mithibai College of Arts | 2024

## EXPERIENCE

### HEAD OF GRAPHICS AND SOCIAL MEDIA

Trushna (Annual Philosophy Department Fest),  
Mithibai College of Arts | 2024

- Led design team in creating cohesive visual identity across digital and print collateral for university-wide annual fest.
- Designed brochures, flyers, posters, and social media content distributed across campus and to invited colleges.
- Managed content strategy and contributed to video production for official social media handle over 6-month campaign period.

## ACADEMIC PROJECTS

### Brand Identity Design | Phoenix Malls | École Intuit Lab | DEC 2025

Developed 4 brand name concepts and 6 logo variations for upcoming mall properties in Thane and Pune, presenting strategic positioning options for new retail developments.

### Editorial Design | TGIWB | École Intuit Lab | MAY 2025

Created cover design and 3 editorial spread concepts for annual theme, focusing on layout hierarchy and visual narrative.

### Packaging Design | Fuel Your Good | École Intuit Lab | DEC 2024

Conceptualised 3 packaging design variations for healthy pancake mix brand, including in-store branding elements and product positioning strategy.

## SKILLS

Adobe CS (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Procreate.

BRAND IDENTITY DEVELOPMENT, EDITORIAL AND LAYOUT DESIGN, ILLUSTRATION, TYPOGRAPHY, VISUAL COMMUNICATION, PACKAGING DESIGN, DESIGN RESEARCH.