



# ANVITA BHARADWAJ

## VISUAL COMMUNICATION DESIGN STUDENT

## CONTACT

+91 8296135380

anvitabharadwaj1610@gmail.com

Portfolio -behance.net/b00be876

## EDUCATION

2024 - 2028

École Intuit Lab

GPA (Most Recent): 4.3 / 5.0

B. Des in Visual Communication & Digital Design

## SKILLS

Design Skills :

- Layout & Composition
- Color Theory
- Branding & Identity Design
- Illustration
- Visual Storytelling
- Concept Development

Tools :

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- Procreate

## PROFILE

Visual Communication & Digital Design student with a strong interest in illustration, brand identity development, and visual storytelling. Proficient in digital design tools such as Adobe Photoshop, Illustrator, and Figma, with the ability to create engaging and visually compelling concepts.

## FEATURED PROJECTS

### Platelt – Food Festival Branding & Visual Design

Branding, Graphic Design, Illustration

- Designed a complete visual identity for a food festival, including posters, digital creatives, and promotional assets
- Developed a cohesive brand system with typography, color palette, and layout guidelines for consistent communication
- Experimented with food photography to enhance visual storytelling

### FAZED – Streetwear Brand Identity

Fashion Design, Concept Development, Illustration

- Built a streetwear brand concept focused on authenticity and individuality over fast-changing trends
- Designed brand system and custom illustrations to establish a bold and recognizable visual identity
- Translated brand philosophy into graphics and visual assets for cohesive storytelling

### Holy Cow – Data Visualization

Information Design, Visual Storytelling, Editorial Layout

- Developed an editorial project analyzing the socio-political dimensions of beef consumption in India through visual storytelling
- Designed data visualizations and illustrations to present research-driven insights in an accessible format
- Used layout design to balance multiple perspectives within a structured editorial narrative

### Adrift – UI Branding

Branding, Visual Identity, Graphic Design

- Conceptualized, designed a comprehensive brand identity for a self-care app focused on personalized wellness routines.
- Developed a cohesive pixel art style visual system, to evoke a sense of balance.
- Designed digital assets and promotional materials that translate the brand's philosophy visual narrative.