

I approach design as a problem-solving process; exploring possibilities, understanding people, and focusing on impact. I bring structure to projects and clarity to ideas, whether working independently or within a team. I continue to grow through what I create and observe.

Skills

- Core Design Skills
Visual Storytelling, Design Thinking, Campaign Design, Publication Design, Branding, Packaging Design, Illustration
- Software Proficiency
Photoshop, Illustrator, InDesign, Lightroom, Fresco, Figma, After Effects, Firefly

Work Experience

Visual Communication Designer

Technoking Appliances | Jaipur

June '25 - Present

- Rebranded the logo across digital and print platforms while preserving core identity.
- Upcoming deliverables include spatial design for the store and exhibition stall, website design, brochures, and print collaterals.

Visual Communication Design Intern

WWF- India | West Bengal

Jan '25 - April '25

- Conducted on-field research across 10+ sites with 150+ locals, identifying behavioural triggers & communication gaps.
- Created a unified communication system, through multiple mediums for greater accessibility and visibility.
- Designed a scalable campaign identity adaptable for a pan-India rollout, allowing regional customization.
- Developed a sports-themed awareness campaign, achieving 70% positive feedback in pilot testing.
- Scripted a culturally engaging street play using local folk elements to educate rural audiences.

Art & Design Intern

Scarecrow M&C Saatchi | Mumbai

June '24 - Aug '24

- Collaborated with a team of 18 to develop a project proposal, integrating cultural heritage with brand storytelling.
- Conducted in-depth research, analyzing 50+ sources to create region-inspired design concepts.
- Designed 25+ information layouts, custom iconography, and 5+ jewellery pieces, enhancing brand communication.
- Crafted visual identity with 50+ AI-generated photographs and 10+ print ads, boosting brand recognition.

Graphic Design Intern

Niswarth: The Selfless | Remote

Oct '22 - Jan '23

- Created 30+ original graphics, illustrations, & animated comics for social media, boosting engagement and awareness.
- Contributed actively to planning and design strategy discussions, influencing creative direction and outcomes.
- Maintained an average monthly score of 4.4/5, demonstrating consistent performance and value.
- Recognised as Performer of the Month for December and January for exceptional creativity and contribution to team.

Education

B. Des, Visual Communication

Unitedworld Institute of Design (UID) | Gandhinagar

2021-2025

- Designed and installed environmental and signage elements for Art Mandi'23, within 3 days with seamless execution.
- Created a Virtual Reality installation for Modus, an academic fest, engaging 100+ attendees.
- Contributed to exhibition design, documentation, and spatial design for university events.