

PROFILE

I am a passionate graphic designer and storyteller who enjoys creating concept-driven designs that balance creativity and strategy to deliver meaningful and impactful visuals; eager to bring value to the establishment through hard work and commitment to quality.

Typography

Branding

Motion

Visual Storytelling

Writing

Team Work

Communication Design

TOOLS

InDesign

Illustrator

Photoshop

Figma

Adobe XD

After Effects

Premiere Pro

Cinema 4d

NOTABLE PROJECTS

Digital Infatuation MAR 2023

EXHIBITON

I curated an exhibit which successfully showcased zine, motion posters, a record of personal experiences, and postcards, created and compiled by me; that visually explored the intricate relationship between individuals and their phones.

Pinterest South Asia OCT 2020

COLLABORATION

Handselected by Pinterest South Asia as an Artist for Diwali 2022 Campaign. Designed holiday related posts, pins and motion graphics for the campaign.

EDUCATION

Master in Graphic Design (STEM integrated) JUL 22 – CURRENT

MARYLAND INSTITUTE COLLEGE OF ART, BALTIMORE

- Awarded a merit based Scholarship of \$ 18000 per year

Bachelor in Business Administration JUN 18 – MAY 21

CHRIST UNIVERSITY, BANGALORE

- Editing Head Snappers, the Official Media team for the department
- Represented the college in various Marketing Fest across the country

WORK EXPERIENCE

Mullen Lintas JAN – JUN 2022

JUNIOR CREATIVE

Bangalore, India

Developed key visual concepts for brand campaigns across various social media channels, for Tata Tea, Fabelle, and Qmin. I also played a pivotal role in the launch of the new Qmin store by creating menus and invitations that reflected the brand's unique identity.

Schbang JUN – SEPT 2021

GRAPHIC VISUALIZER

Delhi, India

Worked on major accounts such as CoinDCX, Shershaah (Prime Videos), and Ishq FM on their digital campaigns. I also developed successful key visuals (KVs) for CoinDCX for their campaign "Bitcoin Liya kya", which won various awards such as 'Mommys' for 'The best Crypto-themed campaign', 'Best new Product Launch Campaign' etc.

Fasal MAR – MAY 2021

BRANDING & GRAPHIC DESIGN INTERN

Bangalore, India

Created branding templates for brochure prints, canopy, standees, and social media posts, resulting in visually compelling designs that effectively communicated the brand's message.

One Four Seven OCT 2020 – DEC 2021

GRAPHIC DESIGN INTERN

Delhi, India

I collaborated with a diverse range of clients, including PVR, Tinder, Epigamia, to design impactful social media posts and marketing campaigns that helped drive engagement and raise brand awareness.

Krazybee JUNE – AUG 2021

GRAPHIC DESIGN INTERN

Bangalore, India

My work in the research field involved designing surveys, conducting interviews, and presenting findings to the team, which significantly improved my attention to detail and customer understanding.