

PROFILE

Creative and detail-oriented Freelance Graphic Designer with over a decade of experience (India) in branding, illustration, typography, and digital design. I specialize in crafting visual solutions that connect brands with their audiences, blending cultural storytelling with modern design practices to deliver impactful results. With a passion for digital painting and illustration, I often incorporate cartoon-inspired characters into my work, bringing a playful yet polished dimension that makes brands feel approachable and unique. Skilled in developing visual identities, packaging, and campaign materials, I thrive on creating designs that resonate across diverse audiences while staying true to a brand's ethos.

EDUCATION

Professional Program in Graphic Design

UC Berkeley Extension, USA

Certificate Course Character Design & 3D Animation

Arena Animation, India

Master Of Commerce

Saurashtra University, India

EXPERIENCE

Freelance Graphic Designer (2021 - Current)

- Worked with diverse clients on Logo and Packaging Design projects including Swissa, Desssi Diet, Seven Holidays, Chai Garammm, Aatman and others. Combined cultural storytelling with modern design practices to create strong audience engagement across industries such as food, lifestyle, and wellness, translating client visions into distinctive, creative brand identities.

SOFTWARE SKILLS

- Photoshop
- Illustrator
- Indesign
- Figma
- Blender
- HTML & CSS

Character Design (Animation) Mentor (2022 - 2023)

- Taught 2d Character Design fundamentals, guiding student in sketching, digital illustration, and visual storytelling. Developed creative lesson plans that encouraged artistic exploration while building technical skills in design software.

SKILLS

- Color theory
- Communication
- Typography & Composition
- Social Media Marketing
- Time Management
- Project Management

VOLUNTEERING

Endless Summer Festival (Google Visitor Center)

San Jose - 2025

- Volunteered at LocalColor SJ Pocket Sized Art Workshop where I Assisted children and families in creating fun, handmade buttons and keychains by guiding design and assembly activities, fostering creativity and community engagement.

Taste Of Los Gatos (Los Gatos)

San Jose - 2025

- Volunteered at LocalColor SJ where i assisted children and families in creating fun, handmade buttons.