

01

PROFESSIONAL SUMMARY

Lead visual designer with 5+ years of full-time experience across brand identity, packaging, campaigns, editorial, presentations, social media, and print and digital design. Experienced in leading pitches, translating open-ended briefs into scalable visual systems, directing cross-platform execution, and collaborating with founders, clients, and marketing teams.

02

CORE SKILLS

Brand Identity | Visual Systems | Packaging Design | Campaign Art Direction | Editorial Design | Print Design | Presentation Design | Social Media Design | Typography | Layout | Illustration - Production-Ready Artwork

03

TOOLS

Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Adobe Firefly | Figma | Canva | Procreate | ChatGPT | Midjourney | Claude | Higgsfield | Vercel | Github | Final Cut Pro | Logic Pro

04

PROFESSIONAL EXPERIENCE

CHAOS GLOBAL | LEAD DESIGNER

GURGAON | APR 2025 - PRESENT

- Lead pitch ideation and translate open-ended briefs into clear creative directions across identity, packaging, campaigns, presentations, print, and digital design.
- Own client communication, coordinate production, delegate tasks, and maintain visual consistency through delivery.
- Built the studio's Creative Tracker on Vercel to improve workflow coordination and project visibility.

THEA PATISserie | HEAD DESIGNER

BENGALURU | JAN 2021 - JUN 2025

- Directed creative output across visual identity, packaging, menus, print and digital marketing, and customer communication.
- Built a cohesive premium brand system and took projects from concept through production-ready artwork.

BEYOND HUE | SOCIAL MEDIA MANAGER & DESIGNER

SURAT | JUN 2024 - MAY 2025

- Designed platform-specific social static and short form creatives and brand collateral for lifestyle and hospitality accounts.
- Managed content creation, scheduling, and analytics to refine creative work after launch.

STUDIO D | GRAPHIC DESIGNER

GRAPHIC DESIGNER (CONTRACT) | JUN 2023 - AUG 2023 | GRAPHIC DESIGN INTERN | MAY 2023

- Worked across branding and client projects in a fast-paced studio environment, contributing to creative direction, design execution, and client-facing design decisions.

05

FREELANCE EXPERIENCE

SELF-EMPLOYED | FREELANCE GRAPHIC DESIGNER

REMOTE | MAR 2020 - PRESENT

- Work directly with founders, small businesses, and studios across brand identity, stationery, print, surface graphics, and communication design.

06

EDUCATION

AND Academy - Post Graduate Diploma, Graphic Design

FLAME University - BBA in Communications; Major in Advertising & Branding; Minor in Graphic Design | CGPA: 7.29

California Institute of the Arts - Certificate Course, Graphic Design

Sri Sri Academy - ISC, Class XII, 2021 | Percentile Earned: 96.5%