

Designer, Artist, Creator

I am a visual communicator, having graduated with a B.Des. in Visual Communication from UID. In a world where there are several design choices, my goal is to comprehend and appreciate the various design idiosyncrasies.

📅 Oct 02, 2001

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i design, i create, i sing, i read

WORK EXPERIENCE

Graphic Design
Government of Gujarat

Junior Graphic Design
Propelland, Singapore

Graphic Designer Intern
Landor & Fitch

Graphic Designer
UNESCO

Graphic Design
Thrive Space India

User Interface Design
& Graphic Design
The Skandagiri Commune

EDUCATION

2024 B. Des
Unitedworld Institute
of Design (UID),
Ahmedabad

2019 12th CBSE
Emmanuel Mission
School,
Kota, Rajasthan

2017 10th CBSE
Kendriya Vidyalaya,
Shahdol, Madhya
Pradesh

SOFTWARE SKILLS

Entire Adobe Suit,
Figma, Blender

AREA OF INTEREST

UX/UI, Branding, Packaging

ACHIEVEMENTS

2023 : Applied for Design Registration.

2022 : Presented a research paper at Typoday 2022, hosted by IDC, IIT Bombay.

Lead an entire Department Fest - Modus in 2022. Also designed the identity for the same.

2021 : Started being a Core Committee member of Singing Society 'Samaa' in Karnavati University

Part of Institutions Innovation Council (IIC) committee, A Government initiative.

Worked for Ahmedabad Design Week 3.0

Been a part of Creatives committee for Karnavati University

Government of Gujarat- Freelance

Brochure Design for Modhera- The Smart City

Propelland, Singapore - Internship

I have worked with **Coke India** via Propelland, where I have conducted an extensive study on the customs and cultures of particular Indian civilizations, particularly those of Tamil Nadu and Haryana. For **Coke India's Diwali** promotions at the **New Delhi (IGI) Airport** takeover, I developed ad campaigns.

Landor and Fitch, Delhi Studio, WPP - Internship

Been a Graphic Design Intern at Landor and Fitch, Delhi Studio. Worked in the TCCC (The Coca Cola Company) team. I was a vital contributor in the conceptualisation of TCCC campaigns for the ICC Cricket World Cup in 2023, and worked with clients like Maaza, Coke, Thums Up, Limca and Studio X.

SMART, UNESCO - Freelance

Designed a Magazine for the company SMART under UNESCO on Fake News. Designed Compositions and layouts for the same.

The Skandagiri Commune

Been a vital part of the Website Design from scratch. Curated colour palettes, and set a design language. The website is currently under development.