

Experience

Freelance — Brand Design | During Master’s Studies

’24 - Present

- Developed **brand identities from concept to launch** for clients across fashion and entertainment.
- Led branding and store design for 10 Hills Studio, **supporting its expansion to a second retail location in Kolkata.**
- **Created the visual identity and graphic system** for Illaka Studios, an independent film production house in Mumbai.

The Works — Visual Designer, Brand & Web

09/’22 - 02/’24

- Worked alongside the Creative Director on **brand identity and packaging projects**, overseeing work from concept development through to final execution.
- **Designed and systemised brand identities** for Rivona, Papa Patel Hot Sauce, Smitten, and Sumii, creating cohesive visual languages across print and digital touch-points.
- **Designed and delivered website interfaces** in Figma for Aditya Birla Group, and a dedicated landing page for Invictus School, from wireframing and visual design to developer handoff.
- Developed comprehensive visual design systems across a diverse client portfolio to ensure consistency and scalability.
- **Designed marketing collateral and campaign assets** for Aditya Birla Group, aligned with established brand guidelines and business objectives.
- **Produced social media creatives and marketing materials** for Scentido, and Sumii, tailored to platform-specific requirements.
- **Designed menu layouts and supporting print materials** for The Bar Collective, balancing brand expression with clarity and usability.

The Works — Junior Visual Designer, Brand & Web

11/’22 - 12/’22

- Worked alongside the Creative Director on the **brand identity for Oropel, developing the visual identity system and brand guidelines**; created social media and marketing assets for Scentido.

Please See Design// — Junior Creative Designer, Brand

12/’21 - 11/’22

- Worked alongside the Lead Designer within a team of four **on brand identity projects, developing logos, visual guidelines, illustrations, and packaging.**
- **Contributed to identity, illustration, and packaging work** for fintech brands Pine Labs and Falcon, and F&B brand 1441 Pizzeria; handled publication design for Jolie’s.
- **Designed print collateral including packaging and menus** for Stranger & Sons Gin, along with social media creatives and image editing.

Canvs Club — UI Design Intern

07/’21 - 08/’21

- Collaborated with a cross-functional design team to **develop a design system for a credit application**, gaining hands-on experience in **building scalable and cohesive systems.**

Education

Monash University — M.Des, Interaction Design

’24 - ’26

Built a cross-disciplinary design practice through studies in UX, interface design, research, prototyping, and 3D design, combining systems thinking with user-centred problem solving.

Srishti Institute of Art, Design — B.Des, Information Design

’18 - ’21

Completed multiple undergraduate units spanning visual communication, digital media, animation, illustration, print design, and design research.

Principles

Interdisciplinary expertise in brand design, graphic design, UX/UI design, motion design and prototyping.

Toolbox

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Sketch, Lightroom, Keynote, HTML/CSS, Framer, Claude