

Gauri Abhay Kulkarni

Brand Designer

Branding, Communication Design, UiUx, Packaging
London, United Kingdom

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[My Portfolio](#)

[My LinkedIn](#)

About me

I am a Brand Design Practioner who designs purpose-driven brands that connect culture, community, and impact through empathy, storytelling, and human-centered research.

Experience

2024

VISUAL DESIGNER

Godrej Capital - *Internship*

Worked on **rebranding** of 'Godrej Nirmaan' (B2B financing business of Godrej Capital) and designed their comprehensive **brand guideline, website, marketing collateral** and a variety of visually compelling materials enhancing **brand recall**. I gained insights into **brand building**, marketing strategies and competitive analysis. My proposed Brand Guidelines are under various stages of implementation, one of the prominent ones being the website and social media presence.

I also worked on designing the **branding collaterals and production** of 'Building Bridges' - a B2B conference event of Godrej Nirmaan.

2022 - 2023

VISUAL DESIGNER

The Blue Pond Store - *Internship*

I led the design of their **Brand Catalogue** and created compelling **web content for online marketplaces** such as Amazon, Flipkart and Myntra. I gained first-hand invaluable experience in understanding what goes into building a brand and maintaining its relevance in the marketplace. This experience immersed me in the intricacies of **digital branding** and **visual communication**. I also worked on social media and product shoots.

2021

GRAPHIC DESIGNER

Being Digital - *Internship*

I was responsible for their **social media presence and identity**.

Volunteering

2022 - 2023

VISUAL DESIGNER

Jai Vakeel Foundation and Research Centre - *Social Volunteering*

An NGO dedicated to specially-abled persons, I designed engaging board games, **fostering empathy and understanding of user experiences**. These projects underscored the importance of user-focused design and the deep empathy principles I integrate into my work.

Education

2024 - 2025
(Currently Pursuing)

Master of Arts

Graphic Branding and Identity London College of Communication, UAL

London, United Kingdom

Gaining knowledge about the role of visual identity within the cultural, social and business context of Branding in order to develop a globalised sustainable design practice.

2020 - 2024

B.Voc. (Bachelor in Vocational Studies) - Communication Design CGPA - 8.3

ATLAS Skilltech University - ISDI School of Design and Innovation (In collaboration with Parsons School of Design)

Mumbai, India.

Courses - Branding, UxUi, Packaging, Game Design, Graphic Design, Typography, Illustration

Skills

Creative Skills

Branding & Identity Creation, Visual Communication, Interaction Design - UxUi, Packaging, Basic Video Editing, Photography

Technical Skills

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro (learning), Figma, Procreate, Illustrating, Sketching, Canva, Microsoft Office

Soft Skills

Collaboration, Attention to Detail, Conceptual Design, Storytelling

Extra Curricular Activities and Achievements

- Presented my game - The Bermuda Triangle to **Bob Borchers, VP - Worldwide Product Marketing, Apple**.
- Secured an '**A**' grade in Elementary and Intermediate Drawing Examination at **State level**.
- Captained the school cabinet and led it for **2 years** (2016-2018).