

A visual designer with 3+ years of agency experience and an MA in Visual Communication from the Royal College of Art, London. Specialises in visual storytelling, brand identity, and campaign creation across luxury, lifestyle, beauty, healthcare and tech sectors. Skilled in developing cohesive visual systems and multi-format creative assets including presentations, digital layouts, packaging, and in-store experiences. Collaborates with strategy and cross-functional teams to ensure brand alignment and emotional resonance. Experienced in creating distinct, culturally informed visual worlds.

KEY SKILLS

Design Expertise

- Visual storytelling, brand identity, retail and store facade design.
- Typography, layout, color theory, editorial, and presentation design
- Art direction, campaign and exhibition and spatial design
- Cultural research, design rationale, and narrative development
- Workshop facilitation and design engagement

Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Keynote, Premiere Pro)
- Figma, Canva, Google Workspace, Microsoft Office
- AI Tools: Firefly, Midjourney, DALL-E, Microsoft Bing
- Social media and content optimisation

EXPERIENCE

Mumbai, India | London, UK
Jan 2024 - Current

Freelance Designer

- Developed visual identities, experiences, and showcases for small businesses, cultural organisations, and artists across digital and spatial platforms.
- Facilitated five workshops and hosted three exhibitions exploring participatory and co-authored design.
- Conducted trend and audience research to inform creative direction.

Mumbai, India
Dec 2021 - Jan 2024

Creative Associate (Design) Spring Marketing Capital

- Designed visual identities and campaign rollouts across lifestyle, luxury, beauty, healthcare, and tech sectors.
- Delivered comprehensive design systems and style guides for digital, print, and retail touchpoints.
- Collaborated with marketing and strategy teams, accelerating project delivery by 20%.
- Contributed to agency growth to £5.2M fund size and portfolio expansion across 9+ partners.
- Recognised with Performance Award for creative excellence (2023).

Mumbai, India
Sept - Dec 2021

Creative Intern Spring Marketing Capital

- Assisted senior designers with branding, campaign design, copywriting, and nomenclature briefs.
- Conducted consumer and trend research for brand positioning.
- Supported development of packaging and product identity concepts.

Mumbai, India
June - July 2019

Creative Intern Sideways Consulting

- Assisted senior designers in packaging and product identity concepts
- Supported campaign ideation, packaging design, and trend research
- Gained hands-on experience in prototyping and collaborative studio practice.

EDUCATION

London, UK
Sept 2024 - Aug 2025

MA Visual Communication Royal College of Art

- Independent research project showcased on RCA official platforms with over 25K views.

Sonipat, India
Aug 2018 - April 2021

BA English Literature Ashoka University

- Recognised on the Dean's List 2021 for outstanding academic performance.

EXHIBITIONS

Work From Home

Safehouse, Copeland Rd
London, UK (2025)

RCA Graduate Show

RCA, White City
London, UK (2025)

ACCOLADES

Project Showcase

RCA official plaforms
Royal College of Art (2025)

Performance Award

Spring Marketing Capital (2023)
For outstanding contributions to design

IELTS Academic Band Score 8.0

High Level of English Proficiency

Dean's List

Ashoka University (2021)

WORKSHOPS

Keeping House

Safehouse, Copeland Rd
London (2025)

Queen's Park Rangers Trust x RCA

RCA, London (2025)
Design, AI literacy for children

Keeping House

RCA, London (2025)

"Where's Home For You?" Age UK, Ealing

Inter-generational workshop on the home