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## PROJECTS

- **Under 25 Festival Branding:** Created a cohesive visual identity for the annual festival.
- **Snapchat Collaboration:** Developed promotional assets for Snapchat x Under 25 campaigns.
- **Craft Cluster - Blue Pottery:** Documented and designed a visual guide on Jaipur's blue pottery craft.
- **Recruit Crm Sign-Up Page:** Designed a responsive sign-up page for an HR platform.

## EMERGING TECHNICAL INTERESTS

Smart product interfaces

AI-assisted design workflows

Sensor-based interaction design

## SOFTWARE



# Hello! I'm Chahal

## DESIGNER

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Design graduate from National Institute of Fashion Technology with a background in visual communication and UI/UX design. My work focuses on understanding users, developing concepts, and translating them into visual and digital experiences. I am interested in exploring product and interaction design that connects digital systems with physical user experiences.

## EDUCATION

2019-2023

**B.DES (Fashion Communication)**

National Institute of Fashion Technology (**NIFT**)

## EXPERIENCE

Feb 2025 -  
Aug 2025

**Graphic Designer**

Cube.ai

- Designed visual communication and digital assets for international clients including The Epicurean Trader, Balance Grill, and Pacific Precious Metals, ensuring brand consistency across platforms.
- Conducted brand and user perception research to understand target audiences and inform design decisions.
- Iterated on design concepts through client feedback loops and rapid visual prototyping.
- Used AI-assisted tools to explore multiple visual directions quickly, improving design efficiency and creative experimentation.
- Collaborated with marketing and product teams to translate business goals into clear visual communication systems.

## EXPERIENCE

Aug 2023 -  
May 2024

### Graphic Designer

Under 25 - Collective Artist Network

- Developed visual identity assets for the annual Under 25 festival across digital and physical media.
- Designed campaign creatives for brand collaborations including Snapchat and Myntra.
- Created experience collaterals for youth events and engagement zones.
- Collaborated with cross-functional teams to deliver cohesive design outputs.

Jan 2023 -  
May 2023

### UI/UX and Design Intern

Kwikpic AI Solutions

- Conducted user research to identify usability issues in the mobile application.
- Designed wireframes and interface prototypes to improve interaction flow.
- Collaborated with developers to translate design concepts into UI elements.

June 2022 -  
Aug 2022

### Marketing and Design Intern

Joker and Witch

- Designed visual campaigns and marketing creatives aligned with brand identity.
- Explored multiple concept directions through sketching and digital prototyping.
- Supported influencer and product campaigns with engaging visual assets.

Mar 2020 -  
Sep 2020

### Social Media and Creative Design Intern

Rugged Carpets India Pvt. Ltd.

- Designed social media creatives to communicate product and brand narratives.
- Conducted visual trend research to inform contemporary design directions.
- Maintained consistent visual language across digital brand communications.

## AWARDS AND RECOGNITIONS

2022

### Craftathon 2nd Runner Up

IIT JODHPUR

- Designed a product concept integrating traditional camel bone craft with contemporary product design thinking. Worked through ideation, material exploration, and prototyping during the design sprint.

2022

### Aura Designography - Runner-up

AIMS JODHPUR

- Honored for designing the branding for their annual festival, Aura Designography.

**Peek Inside My  
World of Design  
– Just a Scan  
Away!**



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