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Bangalore, Karnataka, IN

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.

EXPERTISE

UI/UX Design: Wireframing, Prototyping, User Research

Visual Branding: Logo Design, Typography, Packaging Design

Social Media Marketing: Campaign Design, Content Strategy

SOFTWARE



Hello! I'm Chahal

A GRAPHIC DESIGNER

I am a passionate graphic designer and creative problem solver with a knack for crafting visually compelling and user-centric designs. With a strong foundation in fashion communication and hands-on experience in UI/UX, branding, and motion graphics, I thrive in dynamic environments where innovation and collaboration are key. My journey spans diverse industries, from startups to creative networks, where I have consistently delivered impactful designs that resonate with audiences and drive results.

EDUCATION

2019-2023

B.DES (Fashion Communication)
National Institute of Fashion
Technology (NIFT)

EXPERIENCE

Aug 2023 -
May 2024

Graphic Designer
Under 25 - Collective Artist Network

- Designed cohesive branding for the 2024 Under 25 yearly festival, ensuring a unified visual identity across platforms.
- Recreated the monthly summit design kit, improving consistency and visual impact.
- Collaborated with the revenue team to create high-impact decks for clients such as Snapchat, Zerodha, Myntra, and Prime Video.
- Curated immersive experience zones at weekly Under 25 events to enhance audience engagement.
- Managed a team of designers to deliver user-focused creatives for digital and physical platforms.

EXPERIENCE

Jan 2023 -
May 2023

UI/UX and Design Intern
Kwikpic AI Solutions

- Revamped the user interface of the company's mobile app, conducting user research to guide design decisions.
- Developed wireframes and prototypes to align with user needs and project goals.
- Designed visually striking social media banners and promotional materials to support brand growth.

June 2022 -
Aug 2022

Marketing and Design Intern
Joker and Witch

- Conceptualized and executed innovative ad campaigns, increasing engagement across platforms.
- Designed marketing materials for influencer collaborations, aligning visual elements with brand strategy.

Mar 2020 -
Sep 2020

Social Media and Creative Design Intern
Rugged Carpets India Pvt. Ltd.

- Designed and implemented 10+ engaging social media campaigns, leading to increased international clientele.
- Conducted creative design projects to enhance brand presence and user engagement.

AWARDS AND RECOGNITIONS

2022

Craftathon 2nd Runner Up
IIT JODHPUR

- Recognized for designing new products using camel bone craft, contributing to innovative craft-based solutions.

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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