

# PRAPTI AGRAWAL

VISUAL COMMUNICATION • BRANDING • ILLUSTRATION

## CONTACT

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🌐 [Portfolio](#)

📍 Mumbai, Maharashtra

## SKILLS

### Design Skills:

- Branding & Identity Design
- Illustration
- Packaging Design
- Editorial & Layout Design
- Art Direction
- Typography
- Visual Storytelling
- Social Media Design
- UI Visual Design
- Wireframing & Prototyping
- Motion Graphics Basics

### Tools & Software:

- Illustrator
- Photoshop
- InDesign
- After Effects
- Figma
- Procreate

## EDUCATION

### Visual Communication Ecole Intuit Lab, Mumbai

2022 - 2026

### High School

### Anand Niketan Satellite, Ahmedabad

2020 - 2022

## LANGUAGES

English            Gujarati

Hindi              French (Beginner)

## PROFILE

Visual Communication designer with a strong flair for illustration-led branding, playful storytelling, and expressive identity design. I bring a blend of aesthetic intuition and strategic thinking, translating concepts into visuals that feel intentional, human, and emotionally resonant. My work spans branding, packaging, editorial layouts, UI visuals, and motion, with a process rooted in research, experimentation, and narrative building. I thrive in collaborative spaces and love crafting visuals with cultural depth, personality, and purpose.

## WORK EXPERIENCE

### Internship

Graphic Designer | Children of Capitalism, Mumbai            3 Months

- Designed 50+ branded assets including packaging, social media visuals, and pitch deck graphics, ensuring cohesive visual identity across print and digital.
- Collaborated with cross-functional teams to conceptualize brand directions, improving design alignment and campaign clarity.
- Produced video edits and motion-led visuals that increased client engagement by ~20% across their digital platforms.
- Participated in client reviews, incorporated iterative feedback, and contributed original concepts that strengthened overall brand storytelling.

Graphic Designer Intern | Off beat Marketing, Ahmedabad            1 Month

- Created brand visuals and social media graphics for F&B and beauty clients, maintaining fast-paced turnaround without compromising quality.
- Strengthened Adobe Photoshop, Illustrator, and After Effects workflows by producing high-impact visuals tailored to each brand's narrative.
- Supported content direction for a Greek-themed café brand, contributing to a fresh, modern visual identity.

### Freelance Work/ Client Based Work

Logo Design | Cafe - Kaffee Mast Hai!, Ahmedabad

- Developed a playful, illustration-driven logotype that reshaped the café's visual tone into something more youthful and vibrant.
- Created multiple concept explorations and custom typography, delivering a bold brand refresh adopted across menus, signage, and merchandise.

Rebranding | Cafe - Elephanta Port Cafe, Mumbai            (Group work)

- Designed a culturally rooted identity inspired by Elephant Island's heritage, incorporating symbolic patterns, typography, and visual motifs.
- Contributed to menu layouts, packaging, interior graphics, and staff uniforms, ensuring design continuity from digital to spatial experience.