

Amrita Pandey

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Visual Communication Designer

I'm someone who finds joy in creativity, especially when it comes to understanding human behavior. As a Visual Communication Designer, I specialize in branding, combining my passion for user research with creating cohesive designs.

In a nutshell, I'm just a quiet design enthusiast with a loud love for creativity and a knack for finding the perfect balance between form and function.

EDUCATION

School, Till 12th standard

Till March 2019

S.I.C.A. School, Indore, Madhya Pradesh

College, Bachelor of Design with Specialization in Visual Communication Design

June 2020- June 2024

UID, Karnavati University, Gandhinagar, Gujarat

EVENTS

Social Media Head, Art Mandi and Modus—2022

Headed the design team at the annual college event. Guided a team of 30+ students. Designed more than 200 graphics heavy posts while abiding by the brand guidelines of the event.

Publication Design, Ahmedabad Design Week—2022

Designed 20+ book covers and 50+ book spines for ADW.

EXPERIENCE

Graphic Design Intern, CCL IIT Gandhinagar

March 2023-October 2023

Came up with visual identity for CCL, IIT Gandhinagar.

Junior Graphic Designer, CCL IIT Gandhinagar

Nov 2023-April 2024

Created Visual Identity Guideline. Applied the assets to 100+ digital and print collaterals.

EXPERTISE

Logo Design

Visual Identity Design

Brand Identity Design

User Interface Design

Packaging Design

Publication Design

SOFTWARES

Adobe Creative Suite

Illustrator, Photoshop, Indesign, Lightroom, After Effects

Figma

Procreate

PROFILE

D.O.B. 30th August, 2023

Indore, India

Ahmedabad, India

LANGUAGES

English, Hindi