

# AKRITI BANSAL

## GRAPHIC DESIGNER



Bengaluru, IN



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I'm a visual communicator with 3 years of experience in the Graphic Design industry. With a relentless desire for growth and innovation, I'm well-versed in translating goals to visually expressive assets. I also enjoy exploring interactive and multimedia avenues to push design boundaries.

## WORK EXPERIENCE

### Mt. Vanda

Sikkim/ Kolkata, IN  
(Sep 2022 - Present)

#### GRAPHIC DESIGNER

- Customised design solutions for packaging and promotion
- Developed visual assets and guidelines through campaigns
- Developed market strategies using 3D modelling and posters
- Collaborated with market teams to ensure brand adherence

### Paramahamsi Ganga Ashram

Madhya Pradesh, IN  
(Jul 2021 - Jul 2022)

#### GRAPHIC DESIGNER

- Created social media and print assets for a diverse audience
- Composed motion graphics video for promotion of Taekwondo and self defence in rural areas
- Initiated spiritual campaigns, with a 6% participation increase

### Cocoa Bakery

Kolkata, IN  
(Aug - Sep 2019)

#### GRAPHIC DESIGNER

- Devised digital marketing strategies
- Personalised forms of advertising lead to 10% increase in customer transactions
- Created social media assets and met business goals

### Alliance française du Bengale

Kolkata, IN  
(Jul - Aug 2019)

#### GRAPHIC DESIGNER

- Created a brand identity and guidelines for global artists' fair
- Made posters, animations and GIFs, promoting in-house artists
- Directed multilingual media campaigns for French studies
- Revamped the website, creating UI and web design assets

### MCM Comic Con

London, UK  
(Oct 2018)

#### DESIGN VOLUNTEER

- Facilitated team meeting for market strategy and presented to stakeholders
- Collaborate with design and development teams
- Engaged in client feedback and showcased design concepts

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## EDUCATION

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(2018 - 2021)

● BA (Hons) Graphic Design

Middlesex University

London, UK

(2016 - 2017)

● Diploma in Design Communication

Lasalle College of the Arts

Singapore, SG

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## TECHNICAL SKILLS

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Adobe  
Creative Cloud

● Photoshop, Illustrator, InDesign, Lightroom, After Effects, Premiere Pro, Dimension, Acrobat and XD

Additional

● Wacom Intuous (Digital illustrations)  
Cinema 4D (beginner)  
Sketch

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## AREA OF EXPERTISE

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Graphic Design  
essentials

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- Branding, brand settings, guidelines and identity design
  - Typography, color theory and vector graphics
  - Art direction and composition
  - Layout and editorial design (web, digital, print)
  - Photography (product shoots and studio lighting)
  - Content generation and social media engagement

Additional

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- Storyboarding
  - Video scripts editing, motion design and animation (basic)
  - 3D design, spatial and modeling
  - Data analysis and infographics generation

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## CERTIFICATES AND ACTIVITES

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(2023)

● Neuro-Linguistic Programming (NLP) course

(2021 - 2022)

● Social Work for ashram

(2014 - 2016)

● Creative Cloud: Photoshop, Illustrator and Indesign course