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🏠 New Delhi, India

ABOUT ME

Creative and motivated Graphic Designer with a strong foundation in visual design, color theory, and typography. Proficient in Artificial Intelligence, Adobe Photoshop, Illustrator, InDesign, XD, Figma, CorelDRAW, and Canva. Skilled in creating branding materials, social media graphics, and UI/UX layouts. A quick learner with excellent attention to detail and a passion for producing modern, user-focused designs.

EXPERTISE

- Skilled in creating engaging social media posts and visual content tailored for different platforms.
- Capable of supporting the design team in developing creative concepts and layouts.
- Maintain consistency in brand identity by following color, typography, and style guidelines.
- Open to feedback and revisions to enhance the quality of designs.
- Continuously exploring new tools, design techniques, and creative workflows to improve design outcomes.
- Collaborate effectively with marketing, social media, and content teams to bring ideas to life.
- Contribute creative ideas during brainstorming sessions and participate actively in design projects.
- Eager to learn from mentors and enhance both design and communication skills.

PROFESSIONAL TRAINING

INDIAN INSTITUTE OF SOFTWARE TECHNOLOGY

- Diploma in computers
- Graphic Designing
- UI, UX Designing
- Web Development

SIMRAN

GRAPHIC DESIGNER



SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Canva
- Typography
- Color Theory
- Digital Design
- Layout Design
- UI, UX Designs
- Banners
- Social Media Post
- Artificial Intelligence

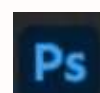
EDUCATION

Bachelors of arts 2017-2025
Delhi University

PORTFOLIO LINK

<https://www.behance.net/designersimran>

SOFTWARES





INTRODUCTION VIKRUTI

Where elegance meets artistry in the world of fine jewellery. **Vikruti** is an Indian brand built on the values of timeless design and refined craftsmanship. Each piece is carefully curated to blend tradition with modern aesthetics, creating jewellery that feels both classic and contemporary.

Specializing in minimal gold-inspired designs, **Vikruti** reflects sophistication through simplicity — redefining modern adornment with a graceful, confident touch.

BIG IDEA

Inspired by Goddess Lakshmi, the symbol of wealth, prosperity, and abundance, Vikruti represents more than just jewellery. The name reflects a vision of strength, beauty, and positive transformation, creating designs that empower the modern woman.



LOGO TAGLINE

As Unique As You

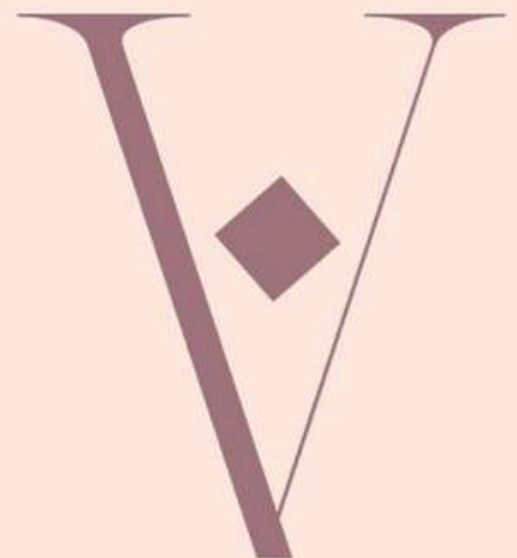
TYPOGRAPHY

Karlotte Regular

Headline | Display | Heading

Maginia Regular

Sub-header | Text



COLOR PALETTE USED

#3f001f

R 63 G 00 B 31

#ffe8df

R 255 G 232 B 223

#ea8f6a

R 234 G 143 B 106

Logo Variations



V
VIKRUTI
JEWELS



V
VIKRUTI
JEWELS

Ring box



Pendant box



VISITING CARD





Crispy Cookie



About the Brand

Crispy Cookies is a one stop solution for fresh ,homemade , eggless,customized tasty cookies , cupcakes and other tasty stuffs. Its a small home based cookie bussiness started by a female soloprenuere for bringing smile and joy on face of the people by creating their wishful cookie designs .

HOMEMADE

CRISPY
CHEWY
SOFT

SUGAR
FREE

LOGO TAGLINE

The Sweetest Treat around you

|Color palette used

main logo and Brand color, brown represents
a strong and bold cookie brand
used across packaging and web posts

#874e27

#e28888

pink color representing feminine
passion project ,creative and unique bussiness
for background and fonts across
social media post

#ffbfff

Feminine baby pink color
for neutral background across
social media posts

#3a0505

It evoke a warm and cozy atmosphere, reminiscent of baked goods.
These earthy tones often symbolize comfort, tradition, and indulgence,
creating a welcoming environment that complements the sweet and
comforting nature of cookies.

|Main Logo

|Logomark

Crispy
Cookie



Crispy
Cookie

Crispy
Cookie

Crispy
Cookie

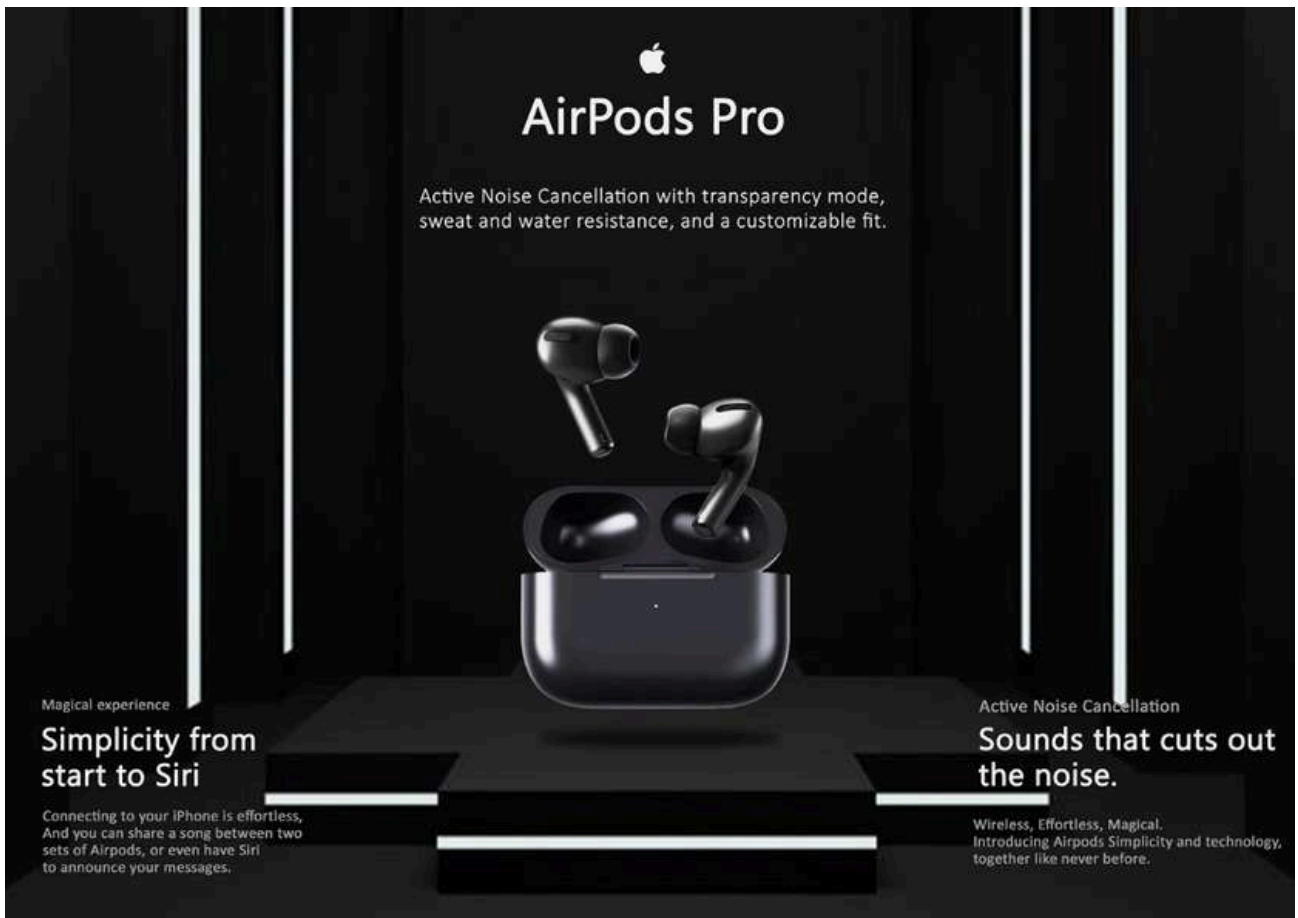
Crispy
Cookie



COOKIE BOX



POSTER DESIGN



A black and white advertisement for AirPods Pro. The AirPods Pro are shown in their open charging case, which is floating above a dark, rectangular base. The background is dark with vertical light streaks. The Apple logo is at the top center, followed by the text 'AirPods Pro'. Below this, a line of text describes the features: 'Active Noise Cancellation with transparency mode, sweat and water resistance, and a customizable fit.' At the bottom left, there is a section titled 'Magical experience' and 'Simplicity from start to Siri', with a paragraph about connecting to an iPhone. At the bottom right, there is a section titled 'Active Noise Cancellation' and 'Sounds that cuts out the noise.', with a paragraph about the wireless experience.

AirPods Pro

Active Noise Cancellation with transparency mode, sweat and water resistance, and a customizable fit.

Magical experience

Simplicity from start to Siri

Connecting to your iPhone is effortless, And you can share a song between two sets of Airpods, or even have Siri to announce your messages.

Active Noise Cancellation

Sounds that cuts out the noise.

Wireless, Effortless, Magical. Introducing Airpods Simplicity and technology, together like never before.



A colorful advertisement for the HP Pavilion Gaming 15 Laptop. The laptop is shown open, displaying a game of Call of Duty: Warzone on its screen. The background is a fiery, orange and yellow landscape. The HP logo is in the top left corner. The text 'HP Pavilion Gaming 15 Laptop' is prominently displayed in the upper center. Below the laptop, there are several icons and text boxes highlighting the laptop's features: a monitor icon for the display, a processor icon for the Intel Core i5-9300H, a GPU icon for the NVIDIA GeForce GTX 1650, and memory/storage icons for the RAM and SSD. The Intel Core logo is also present on the right side.

hp

HP Pavilion Gaming 15 Laptop

15.6" 1920 x 1080 Full HD LED IPS, matte.

Intel Core™ i5-9300H 2.40 GHz (4.1 GHz in Turbo Mode)

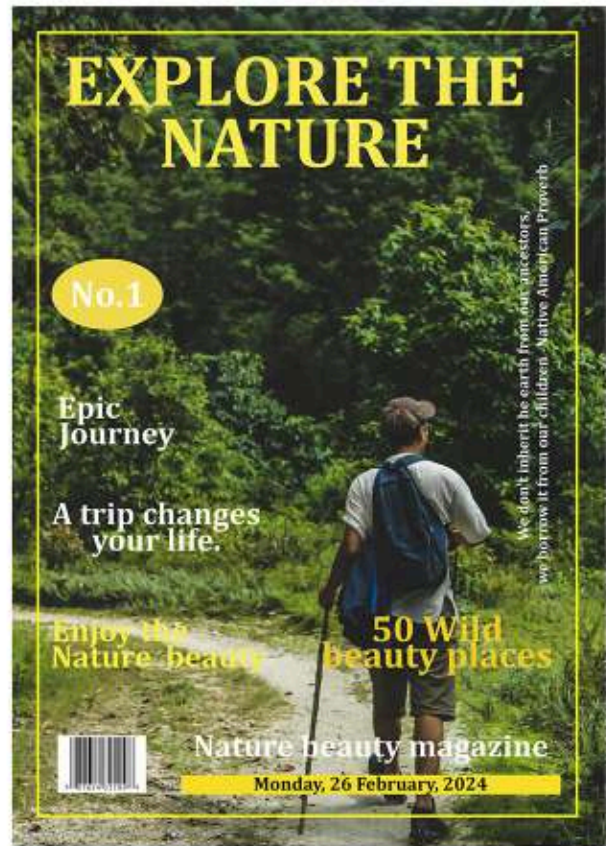
NVIDIA GeForce GTX™ 1650 4GB GDDR5 VRAM

8 GB 2666MHz DDR4 system memory

256 GB PCIe NVMe™ M.2 SSD storage

intel. CORE

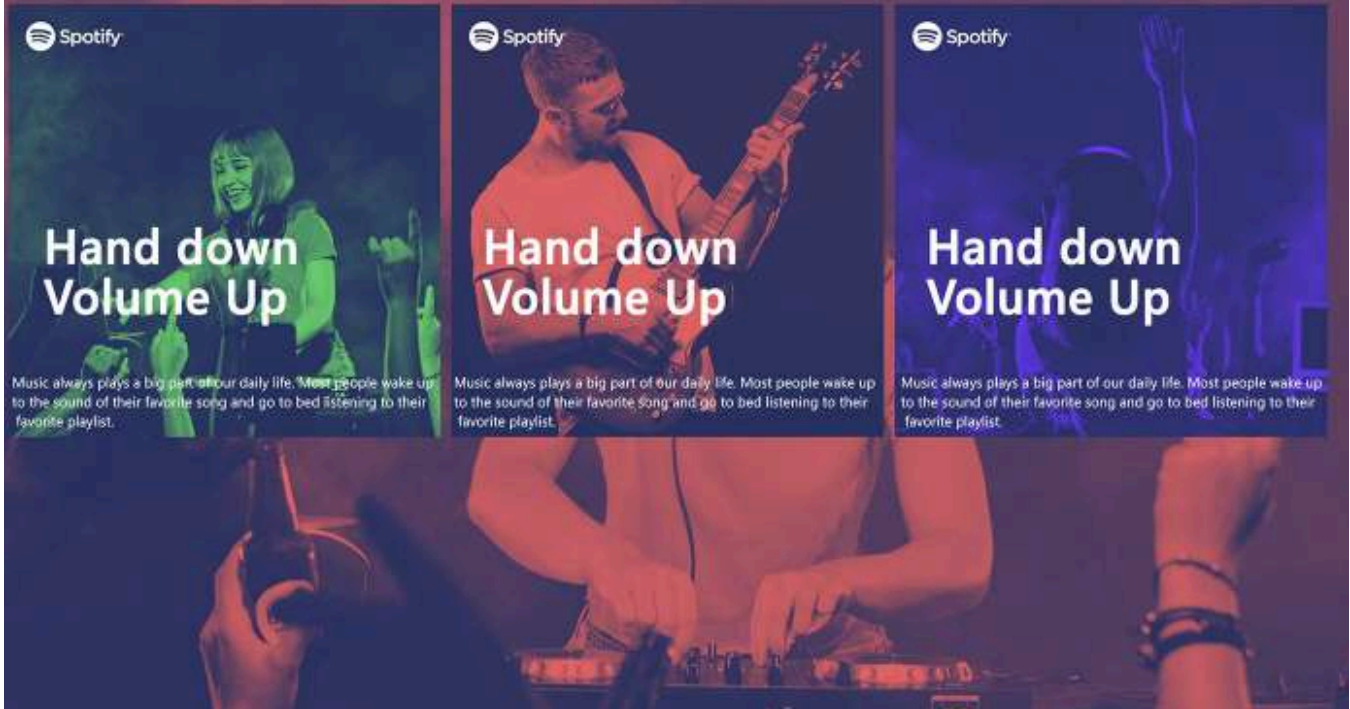
MAGZINE COVER



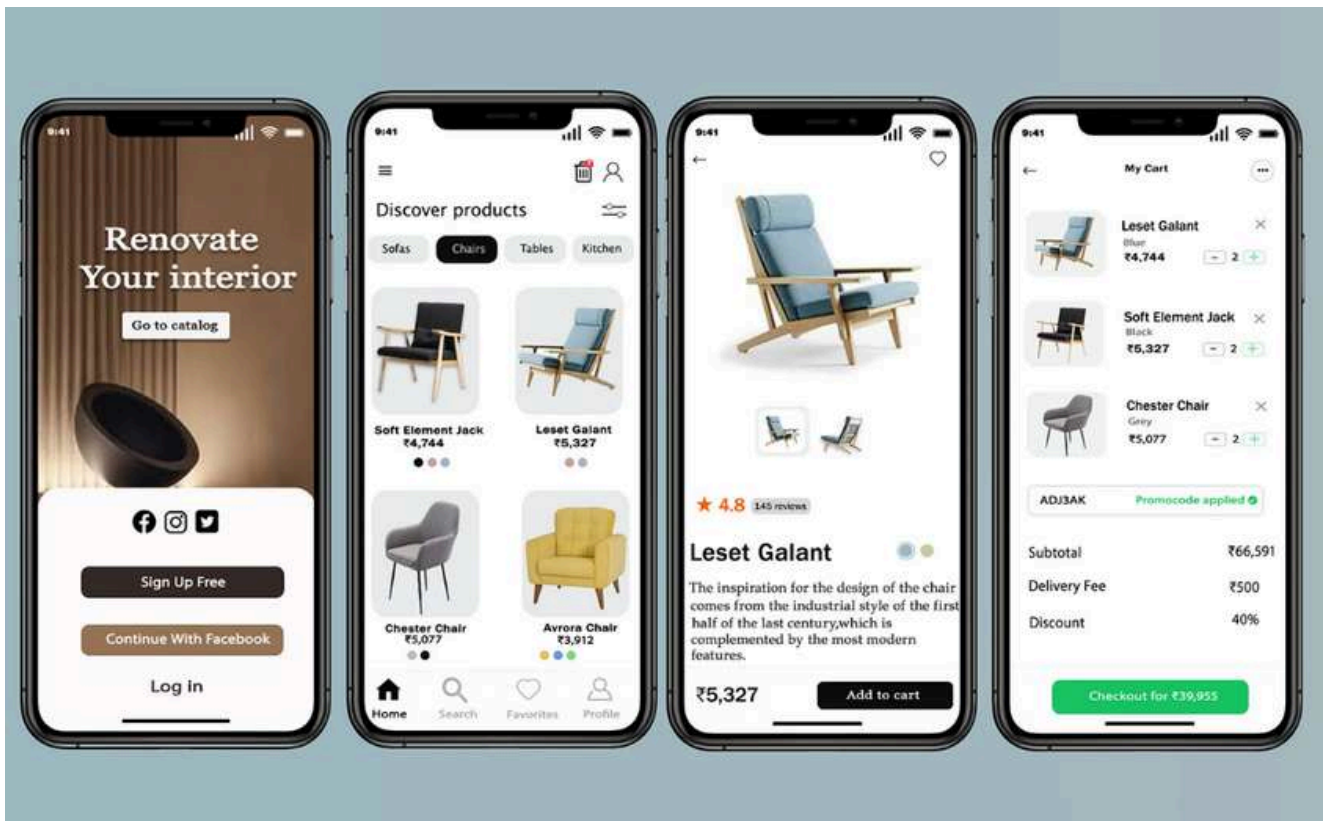


Duotone Music Poster

Creative Social Media Post



UI DESIGNS





About the Brand

Organic Valley offers you all natural foods that are pure and unadulterated. We offer the most healthful online grocery shopping experience with a wide variety of pure and natural food products like Raw Honey, Pure Desi Ghee, Organic Apple Cider Vinegar, Jaggery Powder, Dry fruits & Nuts, seeds, and many more.

How i came up with this Logo idea:

Mothernature is a personification of nature that focusses on the life-giving and nurturing by embodying it, in the form of a mother or mothergoddess.



LOGO TAGLINE

A Gift from Mother nature

| LOGO MAKING IDEA



| COLOR PALETTE USED

#6DA943

#745B3D

| LOGO VARIATIONS



| STICKER / LABEL





Dripping Effect

Dispersion Effect



3D Text Effect

3D Pop out Effect





Face Break Effect



Duotone Effect



LOGO DESIGN USING AI, PHOTOSHOP, ILLUSTRATOR

