

KRITIKA GROVER

Graphic Designer

[portfolio](#) | [linkedin](#)

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📍 Delhi

ABOUT ME

Creative Graphic Designer with expertise in digital marketing visuals, UI design, and brand identity development. Proficient in Adobe Creative Suite with strong typography and layout skills. Experienced in producing modern, brand-focused visuals for digital marketing and product presentation. Detail-oriented, quick-learning, and committed to delivering high-impact design solutions.

WORK EXPERIENCE

Sacredfig | January 2025–September 2025

Graphic Designer (Intern)

- Created A+ content and product presentation layouts to enhance brand visibility and customer engagement.
- Designed a complete logo concept and contributed to brand identity development.
- Developed product catalogues with clean layouts, structured information, and high-quality visuals.
- Designed social media creatives – posts, stories, ads, and promotional graphics for daily marketing needs.
- Created website creatives including banners, icons, and layout graphics ensuring a consistent visual style.

Numerovastu | June 2024– August 2024

Graphic Designer (Intern)

- Created Instagram posts, reel covers, and YouTube thumbnails aligned with brand guidelines.
- Collaborated with teams and refined designs based on feedback to meet project goals.
- Enhanced skills in layout design and producing consistent, high-quality social media visuals.

PROJECTS

1. Project Name: Branding for Delhi CG Animation Awards

Description: Led the complete branding development for *Nivaasa*, a real-estate brand, covering UI design, social media creatives, flyers, website graphics, and 2D motion visuals. Crafted a nature-inspired luxury identity using elegant typography, minimal graphics, and immersive digital storytelling. Managed design direction, narrative refinement, and cross-team coordination to deliver a cohesive and polished brand experience.

1. Project Name: Branding for 24 FPS

Description: Developed complete branding for Sheinic, a clothing brand, and Mantra, a travel brand—covering UI design, social media creatives, flyers, website visuals, and 2D promotional videos. Built distinct visual identities for both brands: a modern, fashion-forward look for Sheinic and a vibrant, experiential design language for Mantra. Ensured cohesive storytelling and consistent design execution across all digital and print touch points.

ACADEMIC BACKGROUND

- **Maya Institute of Advanced Creativity (MAAC), Delhi** 2024 - Present
Diploma course in Graphic Designing, UI/UX, Web design, Video Editing and 2D & 3D
 - **Regional College, Bareilly** 2020-2023
Bachelors in Business Administration
 - **Shri Gulab Rai Montessori Sr. Sec. School, Bareilly** 2020
Class 12th
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SKILLS

- Adobe Creative Suite
- Logo Design and
- Typography
- Canva (Advanced)
- UI Design
- Motion Graphics (2D)
- Photo Retouching & Manipulation