

Baani Luthra

Designer

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🌐 [baaniluthra](#)

Detail-oriented Designer with a passion for crafting visually appealing and user-friendly designs. Experienced in Adobe Suite and Figma. Committed to staying up-to-date with the latest design trends and technologies.

Experience

Steelbird Helmets

Graphic Designer | March 2024 - July 2024

- Designed helmet concepts with visually appealing illustrations.

Freres Brand Pvt Ltd

Graphic Designer Intern | January 2024 - March 2024

- Created social media marketing materials, including Instagram story and post templates, to drive sales for Iraah.store (sarees) and BeautyKaran (jewelry brand).

Soyarich Foods

Graphic Designer Intern | February 2023 - April 2023

- Designed creative Instagram content, including stories, posts, and GIFs, to showcase the benefits and versatility of Soya Chaap, Tofu, and other plant-based foods.

Collabgenics

Graphic Designer Intern | September 2022 - November 2022

- Created engaging visual content on Instagram, including stories and posts, to communicate tax-related information.

Projects

Harper Collins

- Designed illustrations to complement Chetan Bhagat's book "11 Rules For Life: Secrets to Level Up."

Adhyayan Labs

- Created the comprehensive user interface design for an educational mobile app.

Point of View

- Redesigned the screens for their mobile website and desktop website to improve user experience.

Link : [Point of View](#)

100 days UI Challenge

- Working on a 100-day UI design challenge, creating 100 unique designs across various themes and styles.
- Developing strong skills in Figma.
- Improved efficiency in producing various design concepts and iterating quickly.

Education

Delhi Skill and Entrepreneurship University

Bachelors of Arts in Digital Media and Design | 2021 – 2024

Adarsh Public School

Senior Secondary Education | 2020 – 2021

Expertise

Adobe Illustrator	Adobe After Effects
Adobe Photoshop	Figma
Adobe InDesign	Notion
Adobe Premiere Pro	

Skills

Leadership	Problem Solving
Team Work	Creativity
Communication Skills	Design Thinking
Time Management	