2025

HELLO WORLD! I AM

BILAL ALI

a creative designer

ABOUT ME

I'm a graphic designer based in New Delhi, India, with a love for building brands through bold logos, thoughtful identities, and eye-catching designs.

I enjoy working through creative challenges, whether solo or with a team, and I'm always ready to learn something new along the way. When I'm not designing, you'll usually find me traveling, getting lost in music, or buying new gear for my setup — and then forgetting to actually use it.

Hello, i'm

BILAL ALI

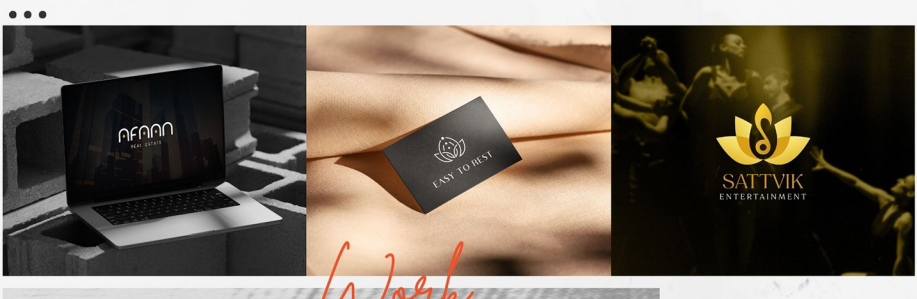
Since high school, I've been growing my skills through freelance projects and full-time roles at companies like Clapjoy Toys and ProX PC, where I got to dive deep into branding, marketing collateral, and creative storytelling.

SKILLSET

Always learning...

- **GRAPHIC DEDSIGN**
  Visual Design / Branding / Packaging
  Photo Manipulation Art
- **VIDEO EDITING**
  Long Format, Corporate Video Editing

Work EXPERIENCE



- **FREELANCE DESIGNER**
  BRANDS / AGENCIES Jan 2021 - Present
- **GRAPHIC DESIGNER**
  PROX PC June 2024 - Jan 2025
- **GRAPHIC DESIGNER**
  CLAPJOY TOYS Aug 2023 - May 2024

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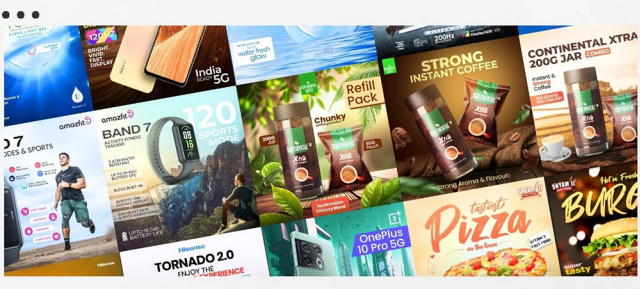

SOCIALMEDIA *Designs*

PHOTO MANIPULATION ART

This project showcases a curated collection of creative and visually engaging photo manipulation designs. It reflects my versatility in crafting content for various industries, emphasizing strong layout design, modern aesthetics, and brand consistency. Each post is tailored to resonate with its target audience, demonstrating expertise in typography, color theory, and digital branding.

VIEW MORE

BRANDING 1 *Afaan*

AFAAN

BRAND IDENTITY DESIGN

This project presents a modern and sophisticated brand identity for AFAAN, a real estate brand. The design combines minimalism with bold typography and a clean color palette to convey trust, elegance, and professionalism. It includes a custom logo, visual system, and brand assets that reflect the company's premium positioning in the real estate market.

VIEW MORE

BRANDING 2 *Easy To Rest*

EASY TO REST

BRAND IDENTITY DESIGN

This project presents a calming and elegant brand identity for an essential oil company. It includes logo design, packaging, and visual elements that reflect relaxation, self-care, and wellness. The minimalist aesthetic, soft color palette, and thoughtful typography work together to convey a sense of tranquility, purity, trust, emotional comfort, and natural healing.

VIEW MORE

BRANDING 3 *Sattvik*

SATTVIK ENTERTAINMENT

BRAND IDENTITY DESIGN

This branding project for Sattvik Entertainment, a Delhi-based company, blends traditional and modern elements to reflect its dual focus on devotional music and contemporary dance. The logo and visual identity convey energy, creativity, and purity, aligning with the brand's mission to inspire through both cultural heritage and modern expression.

VIEW MORE

Let's Work TOGETHER

Open to full-time position with a great company that will allow me to advance professionally!

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