

Priyanka Bugade

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Mumbai, Maharashtra

GRAPHIC DESIGNER

Creative and detail-oriented BAMMC student with a focus on Graphic Design, eager to bring expertise to a graphic design role. Offering a strong background in visual storytelling, branding, and project management, with a track record of producing eye-catching designs, enhancing brand identity, and collaborating effectively within cross-functional teams. Passionate about crafting impactful visuals and delivering high-quality designs, I am excited to contribute to a dynamic team environment while gaining hands-on experience in the field.

KEY COMPETENCIES

Creative Thinking

Visual Storytelling

Proficiency in Design Software

Time Management

Problem-Solving

Attention to Detail

PROFESSIONAL EXPERIENCE

Brand Creation – Skincare Brand (Opalique)

Built and branded a premium skincare line from concept to campaign. Created a distinctive identity including logo, brand colors, packaging, and stationery (letterhead, envelope, visiting card).

Designed a comprehensive advertising campaign across print and digital, featuring social media ads, posters, billboards, website and more.

Graphic Design Head – College Fest

Spearheaded the visual strategy and design execution for the college's flagship fest, ensuring thematic consistency across all materials. Designed the logo, brochures, dropdown banners, stage backdrops, invites, certificates, social media creatives, and event merchandise using Adobe Photoshop, Illustrator and Canva.

Other College Projects

Designed promotional and visual content for academic and extracurricular projects, including posters and storyboards for short films and music videos. Created ad assets like flyers, billboards, transit ads, and social media posts for mock campaigns and competitions. Independently conceptualized and designed a complete college magazine, overseeing layout, editorial visuals, and cover design.

EDUCATION & CERTIFICATIONS

St Paul's institute of communication education for women

BAMMC in Advertisement (BA in Multimedia & Mass Communication)

CGPA: 8.73

Kendriya Vidyalaya (CBSE Board)

Completed 12th class with 76 percent (science)

aggregate. Completed in April 2020.

Completed 10th class with 78 percent aggregate. Completed in April 2020.

HARD SKILLS

Illustrator

Photoshop

InDesign

Canva

Premiere Pro (Basics)

Design Fundamentals

Marketing and Advertising Knowledge

Technical Skills