

PRANJALI DHIKLE

VISUAL DESIGNER



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Portfolio



Nashik, Maharashtra, India

ABOUT ME

Creative and detail-oriented Visual Designer with a strong foundation in web and graphic design. Skilled in translating brand vision into impactful visual experiences across digital platforms. Experienced in UI design, branding, marketing creatives, and responsive layouts. Passionate about crafting clean, modern, and user-focused designs that align with business objectives.

DESIGN TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Canva
- Figma

TECHNICAL SKILLS

- HTML, CSS
- JavaScript, React JS
- Bootstrap, WordPress

DIGITAL DESIGN SKILLS

- UI Design
- Visual Branding
- Web Layout Design
- Responsive Design
- Social Media Creatives
- Typography and Color Theory

EDUCATION

- **PGDM Web & Graphic Design**
VEDA College of Pune
A+
- **Bachelor of Computer application**
CMCS
74%
- **HSC**
Brahma Valley
70%

EXPERIENCE

INTERNSHIP AT SPURBZ

Application Tracking System (ATS)

Designed and developed the complete visual interface of an Applicant Tracking System (ATS), focusing on clean layouts, intuitive navigation, and structured data presentation. Created UI components ensuring consistency, accessibility, and professional aesthetics suitable for recruitment workflows.

FREELANCE DESIGNING

Senior Living Home

Designed and developed a responsive website for a senior living home, emphasizing accessibility, clarity, and emotional warmth. Focused on readable typography, intuitive navigation, and trust-building visual elements tailored for elderly users and their families.

Key Focus was User-centered layout, accessibility, responsive design, and structured content hierarchy.

DESIGN PROJECTS

Vision Eye Hospital – Brand Identity Development

Created a comprehensive brand identity for a healthcare institution, developing a minimal logo that integrates refined typography with eye symbolism to ensure clarity and relevance. Applied strategic color psychology and accessible typography to establish trust and professionalism, and delivered a complete set of branding collateral including a brochure, billboard, and visiting card.

Women's Day LinkedIn Campaign – Visual Content Strategy

Conceptualized and designed a 7-day LinkedIn campaign celebrating Women's Day, focused on storytelling and brand-driven visual communication. Maintained visual consistency, brand tone, and structured storytelling across all assets.