

# Kinjal Chaudhary

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## SUMMARY

Creative and detail-oriented Graphic Designer with hands-on experience in crafting impactful marketing materials, including brochures, banners, social-media creatives, and logos. Proficient in Canva, Figma, and Adobe tools, specializing in branding, layout design, and website mockups. Skilled at translating ideas into visually compelling designs that strengthen brand identity and improve user engagement. Collaborative, fast-learning, and committed to delivering modern, high-quality visuals across both digital and print media.

## SKILLS

**Skills:** Branding, Logo Design, Web Design, Poster Design, Social Media Design, Visual Identity Design

**Design Tools:** Figma, Canva, Illustrator, Adobe Photoshop

**Creative Skills:** Image Editing, Retouching, Layout Design, Campaign Concepting

**Soft Skills:** Creativity, Attention to Detail, Collaboration

## WORK EXPERIENCE

### Trakky Techno Services Pvt. Ltd.

#### *Graphic designer & Customer service executive*

May 2025 – Present

- Designed promotional visuals (social media posts, banners, email creatives) for Trakky's salon & spa discovery platform, helping drive user sign-ups and bookings.
- Collaborated with product, marketing and tech teams to craft marketing campaigns and visual identity, aligning with Trakky's positioning as a lifestyle-tech service for beauty & wellness.
- Edited and retouched imagery for both digital and print advertising (e.g., posters in salons, social-media carousels), ensuring high quality and on-brand visuals.
- Maintained a visual asset library and followed brand guidelines across all touchpoints to enhance recognition and user trust in the Trakky brand.
- Contributed to improving brand consistency by refining design systems and ensuring cohesive visuals across all marketing platforms.

### The Data Sequence

#### *Graphic designer Intern*

January 2025 – April 2025

- Supported the creation of marketing materials, social media graphics, posters, and branding assets aligned with brand guidelines.
- Collaborated with the design team to develop engaging visual concepts and campaign layouts.
- Designed UI/UX wireframes and web assets to enhance user experience across digital platforms.
- Edited and enhanced images for both digital and print media to ensure visual consistency and quality.
- Assisted in brainstorming sessions and contributed creative ideas to improve overall design output.
- Contributed to improving brand consistency by refining design systems and ensuring cohesive visuals across all marketing platforms.

## PROJECT WORK

### *Smart Temperature Control System (IoT Project)*

- Developed an IoT-based smart temperature control system using Arduino Uno, TMP36 temperature sensor, LCD display, LEDs, buzzer, relay module, and DC motor to simulate AC/Fan/Heater automation.
- Implemented real-time temperature monitoring with automated decision logic to turn ON the fan/AC during high temperatures and activate the heater when temperatures drop below defined thresholds.
- Built a user alert system using an LCD (dynamic messages), buzzer alerts, and color-coded LEDs (red = hot, blue = cold, green = normal) to visually and audibly notify the user.
- Programmed complete control logic in Arduino IDE (C++), including sensor reading, threshold detection, scrolling LCD messages, actuator control, and event-based alerts.
- Created full architecture documentation including process flow, domain model, information model, service specification, device integration diagrams, and functional/operational view.

## ***Online Home Service System (Web Project)***

- Developed a web-based platform that enables users to book household services such as plumbing, electrical repair, cleaning, and appliance maintenance through an intuitive online interface.
- Designed system roles for Admin, Service Provider, and User with dedicated access flows including registration, login, scheduling, service requests, and payment handling.
- Implemented core modules such as service browsing, service provider management, booking workflow, order tracking, and online payments.
- Created comprehensive UML diagrams (Use Case, Activity, Class), Gantt charts, flowcharts, and system architecture to document full project workflow and structure.
- Designed UI layouts including registration, login, homepage, service selection, checkout, payment method, and booking confirmation screens.
- Performed feasibility analysis (technical, operational, financial, scheduling) and conducted fact-finding using research, observation, interviews, and questionnaires.

## **EDUCATION**

### **Master's in Computer Application**

2023 – 2025

S.K Patel Institute of Management and Computer Studies, Gandhinagar

### **Bachelor of Commerce**

2020 – 2023

RR Mehta College of Science & CL Parikh College of Commerce