

ISRAR AHMED

Junior Strategist & Visual Designer ◊ +91 91115 27232
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PROFILE

Junior Strategist & Visual Designer focused on research-driven identity systems for tech and fintech brands. Combines storytelling, typography and layout with forensic-level research to clarify positioning and build differentiated visual identities. Building skills for AI era (AI workflows and vibe coding).

EXPERIENCE / PROJECTS

Bakkengrow — Crypto Asset Management

Brand & Identity Designer

- Developed brand strategy and identity for an early-stage crypto asset manager, reframing crypto from risky speculation to responsible wealth-building for young professionals.
- Created a multi-layered logo concept and the tagline “*Be a Breadwinner*”, using cultural insight to signal education, empowerment and trust in a high-skepticism market.
- Delivered a complete visual identity system and messaging framework used in investor and client conversations.

Veenu Cafe & Restaurant — Highway F&B

Brand & Identity Designer

- Designed the brand identity and positioning for a new vegetarian highway restaurant.
- Built the VEENU narrative around “We and You” and a bold geometric logo optimized for rapid decision at highway speed.
- Defined typography, color and core applications, contributing to a reported 60% footfall increase within six months.

SKILLS

Design Branding & Identity · Design Principles · Typography · Color & Layout Systems

Tools Adobe Illustrator · Photoshop · InDesign · Figma · Capcut · AI Tools & Workflows

Strategy Brand Strategy · Research & Insight · Data Interpretation · Storytelling · Prompting

EDUCATION

M.Sc. — Forensic Science

Govt. Holkar Science College, Indore (M.P.)

CGPA: 7.31

B.Sc. (Hons.) — Forensic Science

SAGE University, Indore (M.P.)

CGPA: 7.30

CERTIFICATIONS

- UX Design Professional Google
- Logo Design: From Concept to Presentation Sagi Haviv
- Adobe XD UI/UX Design Daniel Walter Scott
- Graphic Design Masterclass Lindsay Marsh

PORTFOLIO & EVIDENCES

- Portfolio Behance
- LinkedIn, Case Studies & Demo Websites Linktree