

# KUSHANG WADIWALA

## Graphics Designer

📍 Surat, Gujarat

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Portfolio: <https://kushangwadiwala.github.io/github.io/WEBSITE/Home.html>



## PROFILE

Graphic Designer specializing in brand identity, logo design, and modern digital visuals. Experienced in creating brand systems, social media aesthetics, and visual storytelling for clients across beauty, lifestyle, and service-based businesses.

## EXPERIENCE

### Freelance Graphic Designer

May 2023 – Present

- Designed brand identities, logos, colour systems, and typography guides for multiple clients across different industries.
- Delivered high-quality social media visuals, promotional creatives, and marketing assets.
- Managed complete project cycles from concept to delivery with quick turnaround times.

## KEY PROJECTS

### Brand Identity — Suvanya

- Developed complete branding including logo system, colour palette, typography, and social media templates.
- Built a clean, modern identity tailored for digital-first presence.

### Logo & Brand Identity — Luxe Lustre

- Created logo concepts, brand guidelines, typography sets, colour palette, and illustrations for a makeup studio brand.
- Designed a visually rich, premium identity to match the brand's aesthetic positioning.

## ADDITIONAL EXPERIENCE

### Graduate Engineer Trainee — SSM Infotech

May 2024 – Oct 2024

- Worked on an IoT-based energy monitoring project integrating real-time data analysis.

### Project Engineer Intern — Velox Automation

Dec 2023 – Apr 2024

- Created custom HMI screens and worked on process-control logic development.

## LEADERSHIP

### Event Coordinator — Udaan, GDEC

- Conducted debugging sessions for 50+ students and managed on-ground event execution.

### Event Coordinator — Fine Arts Club, GDEC

- Organized a model-making event for 100+ participants, handling planning and coordination.

## SKILLS

### Design Tools

Adobe Illustrator

Figma

Canva

Basic Photoshop

### Design Strengths

Brand Identity

Logo Design

Typography

Social Media Graphics

UI Layouts

### Other Tools

HTML/CSS

Python (Basic)

## Languages

English

Gujarati

Hindi

## EDUCATION

### B.E. Electrical

GIDC Degree Engineering

College (GDEC)

2020 – 2024

CGPA: 7.76