

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