KUSH BOTHRA

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Summary

A creative fella with a passion for design and development. From concept to launch, I am involved in every step of the process. User Experience and visually striking design are my top priorities.

Helping Startups, B2B services, small businesses and creatives with customized design solutions that include landing pages, branding, campaign creation, social media advertisments and e-commerce advertisments.

Skills

- Adobe Creative Suite
- Packaging Design
- Website Design
- UI and UX design
- Packaging design
- HTML and CSS coding

Experience

01/2024 - Current
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Mumbai, India

Freelancer
- Created content for various websites, blogs, and social media accounts.
- Collaborated in creating the brand identity for Glorious Shelters, a Dubai-based investment brokerage, ensuring a professional and consistent visual language across materials. Designed business cards to reflect the brand's identity.
- Developed multiple logo concepts based on individual client needs and preferences.

09/2024 - 10/2024
Aamras Collective
Mumbai

Design Intern
- Contributed to the launch of Fastrack's new perfume line, assisting in developing a cohesive visual language to strengthen the launch. Designed and executed ATBs (Above-The-Fold Banners) for e-commerce. Created engaging social media content, including stories and posts, aligned with Fastrack's branding, enhancing online presence and user interaction.
- Created an investor pitch presentation for AMEC, a company specializing in EV-based mobility solutions, designing a visually engaging deck that clearly communicated AMEC's innovative approach, market position, and value propositions to potential investors.

06/2024 - 07/2024
Fenman
Technologies India
Private Limited
Noida, India

Graphic Design Intern
- Assisted in editing a promotional video for a Chinese magnet factory, which was subsequently published on the company's website. Contributed design suggestions and provided implementation support for various website projects, refining user experience and aligning visuals with branding objectives.

Education and Training

03/2023

High School Diploma
Shiv Nadar School Noida

Mumbai

Bachelors in Communication Design
ISDI - Indian School Of Design & Innovation