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# MAHEK KOSHAL

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## ABOUT ME

I believe design is like a good conversation - it makes you think, feel and connect. What drew me to it was how it blends logic with creativity. Through my work, I strive to create designs that engage and leave an impact. As a second year student in visual communication, I'm eager to apply my skills in real world challenges.

## SKILLS

- + Adobe Photoshop
- + Adobe Illustrator
- + Adobe InDesign
- + Figma
- + Illustrations
- + Social Media Management
- + Quick Learner
- + Organized Work Ethic
- + Clear and Open Communication
- + Effective Team Coordination

## EDUCATION

UnitedWorld Institute of Design, Ahmedabad

Bachelor's in Design | Visual Communication

Expected Graduation - 2027

Relevant Coursework - Branding, Typography, Illustration  
Systematic Thinking

## PROJECTS

- + System Thinking Project
  - Designed a Brand Guideline Playbook for a fictional bakery, focusing on branding, typography, logo, print and digital systems and the operations behind any brand.
- + Book Cover Redesign
  - Redesigned two existing book covers for an elective in college

## EXTRACURRICULAR

- + Trained Bharatnatyam Dancer
  - Completed 7 years of training in Bharatnatyam
  - Performed at cultural events, recently in UnitedWorld Institute of Design
- + Typography Workshop with Mr. Mahendra Patel
  - Explored Type Anatomy and structure
  - Developed a deeper understanding of letterform aesthetics and compositions