

# Nikhil Kr. Soni

## Visual Designer (UI | UX | Graphics)

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📍 Gurugram, India | ✉ [nikhil14soni@gmail.com](mailto:nikhil14soni@gmail.com) | ☎ +91 8090721065 | 🌐 [www.behance.net/nikhil\\_kr\\_soni](https://www.behance.net/nikhil_kr_soni)

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## Professional Summary

Creative and detail-oriented Visual Designer with expertise in **UI/UX, branding, and marketing design**. Experienced in managing **cross-functional teams**, creating impactful **brand identities**, and delivering high-quality **design solutions** for **B2B, B2C, fashion, e-learning, and Web3** industries. Adept at **social media marketing, UI/UX development, and storytelling through design**.

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## Professional Experience

### Head of Creative

**BlockOn Group, Gurugram, India** | *Mar 2024 – Present*

- Leading a design team to create **Web3-specific UI/UX solutions and marketing collaterals**.
- Collaborating with **product teams, CXOs, and marketing departments** for seamless brand integration.
- Overseeing the development of **brand assets, UI/UX, and visual content strategies**.

### Head of Creative

**Inperme Consulting, Gurugram, India** | *Aug 2019 – Feb 2024*

- Managed a team while working on **branding and UI/UX projects** for clients across **footwear, beauty, fashion, e-learning, and B2B/B2C sectors**.
- Developed and maintained **brand guidelines, social media campaigns, and marketing visuals**.
- Delivered high-impact creative solutions that enhanced **brand storytelling and customer engagement**.

### Graphic Designer & Visualizer

**Bazooka, Kanpur, India** | *May 2018 – Aug 2019*

- Designed creative and quirky concepts for **QSR and restaurant interiors**.
- Managed social media creatives, branding systems, and guidelines.
- Established and maintained **branding systems and visual guidelines** for consistency.

### T-Shirt Designer

**Enquotism.com, Kanpur, India** | *May 2017 – Aug 2019*

- Designed and managed **apparel graphics and social media marketing creatives**.
  - Developed **creative branding strategies** to enhance customer engagement.
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## Education

- 🎓 **AAIP - VFX** – Arena Animation (Aptech Ltd.), Kanpur | 2018
  - 🎓 **Bachelors in Computer Applications (BCA)** – Dr. VSICS, Kanpur | 2017
  - 🎓 **Senior Secondary & Higher Secondary** – CBSE, Delhi | 2014
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## Skills & Expertise

- ✓ UI/UX Design
  - ✓ Branding & Identity Design
  - ✓ Marketing & Social Media Design
  - ✓ Creative Storytelling & Strategy
  - ✓ Team Leadership & Cross-Functional Collaboration
  - ✓ Typography & Layout Design
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## Software Proficiency

✍️ Adobe Illustrator | 🖌️ Adobe Photoshop | 🎬 Adobe After Effects | 📐 CorelDraw | 📄 Figma

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## Additional Information

- Available for **freelance and consulting opportunities**.
- Passionate about **creating impactful design experiences** and **building strong brand identities**.