

# APARNA MUNAGEKAR

Graphic Designer | Packaging Design Specialist | Visual Storyteller

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[Portfolio](#) • [LinkedIn](#) • [Behance](#)

## PROFESSIONAL SUMMARY

Creative Graphic Designer with expertise in packaging design and brand identity. Successfully designed packaging for major national brand **Nataraj Stationery**, now in retail stores nationwide. Skilled in creating designs that connect with target audiences while maintaining brand consistency. Proficient in Adobe Creative Suite with strong foundation in typography, illustration, and print production.

## PROFESSIONAL EXPERIENCE

### Graphic Designer

Aug 2024 – Present

#### JUST DESIGN STUDIO — Mumbai

- Designed complete packaging for **Nataraj 24 Colour Pencils** featuring original character illustrations, now in retail stores nationwide
- Conceptualized and produced print-ready collateral for 10+ client accounts across FMCG, retail, and education sectors
- Led rebranding projects for 3 SMEs including logo redesign, brand guidelines, and marketing collateral
- Created sustainable packaging solutions contributing to 15% sales uplift for retail client
- Managed multiple projects simultaneously while meeting tight deadlines and maintaining quality standards

## KEY PROJECTS & ACHIEVEMENTS

### Major Brand Packaging - Nataraj Stationery (2024-2025)

- Designed complete product packaging for Nataraj 24 Colour Pencils with vibrant character illustrations
- Packaging successfully launched nationwide and featured in official marketing campaigns

### Publication & Environmental Design

- Illustrated children's book covers featured at **2025 Mumbai Book Fair**
- Created poster series for **World Environment Day 2025** achieving 20,000+ organic shares
- Completed logo redesigns for 3 SMEs, improving brand recognition and market positioning

## CORE COMPETENCIES

### Design Expertise

- Packaging Design & Production
- Brand Identity Development
- Children's Product Design
- Typography (Latin & Devanagari)
- Publication & Book Cover Design
- Logo Design & Illustration

### Technical Skills

- Adobe Illustrator (Advanced)
- Adobe Photoshop (Advanced)
- Adobe InDesign • Canva
- Print Production & Pre-press
- Color Management (CMYK/RGB)
- Packaging Mockups & Die-lines

## EDUCATION

### Diploma in Applied Arts – Graphic Design

Sophia Shree B.K. Somani Memorial Polytechnic  
Society for the Higher Education of Women, Mumbai  
Focus: Typography, Publication Design

### Higher Secondary Certificate (HSC) – Arts

Kirti M. Doongursee College of Arts,  
Science & Commerce, Mumbai

**Languages:** English (Fluent) • Hindi (Fluent) • Marathi (Native)

**Interests:** Typography • Sustainable Packaging • Children's Illustration • Visual Storytelling

**Online Presence:** [aparna-portfolio.vercel.app](#) • 1. [behance.net/aparnamunagekar](#) • 2. [behance.net/aparnamunagekar1](#)