

Kumar Yashvardhan ■

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Education

Bachelors in Design
National Institute of Design
2019-2025

12th Grade (Science 94%)
Kendriya Vidyalaya, RK Puram
2018-2019

Experience

Senior Visual Designer
MHC, Pune
Sept 2024- Mar 2025
(6 month contract)

- Created exhibition graphics and collaterals for *P&I* and *CAB*, enhancing visual impact.
- Led full brand development for MHC's design division (1by0), including audit, naming, & identity.
- Rebuilt *Altcore*'s brand with a fresh visual identity and strategic direction.

Visual Designer
The Ayurveda Experience, Gurugram
June 2024- August 2024

- Designed static and motion posts for Instagram and Facebook to strengthen brand presence.
- Created targeted Google and Facebook ads to promote key offers.
- Updated packaging graphics and labels for better brand alignment.

Visual Design Intern
Clay Design Internship, Mumbai
Jan2023- November 2023

- Branding guidelines for *Cleartrip* and *Botim* (Publication Design)
- Branding route and assisting in braand application of *Bal Raksha Bharat* and *The School of Raya*.
- Illustration System for *Bal Raksha Bharat* with Social Media as well as Public ation application.

Freelancing

- Developed branding for *Mindshare Solutions*, a marketing firm based in Pune.
- Created visual identity for *Enajori Music Festival* in Guwahati.
- Designed an inclusive illustration system for *Prabhat Foundation*.
- Built branding for *Magic Mystery*, an online and offline accessory store.

Title Design

- *Athithi Daivo Bhava* – Animated short by Pranav Holla
- *Of Men & Puppets* – Graphic novel by Rohit Issac Thomas
- *Babi and Amala* – Short films by Maithili Ajay Phatak
- *Staged* – Short film by Saundary Toppo
- *Darar* – Animated short by Gaurav Pati

Skills

Soft Skills
Communication
Management
Collaboration

Hard Skills
Branding
Motion Graphics
Illustration
Motion Graphics

Software
Adobe Suite
Procreate
Touch Designer
Cavalry App
Blender

Language
English
Hindi