

Professional Summary

Highly creative and results-oriented Graphic Designer with 7+ years of experience in visual communication, branding, and print production. Proficient in CorelDRAW, Adobe Photoshop, and Adobe Illustrator for crafting compelling marketing and training materials. Successfully led design projects from concept to completion, ensuring brand consistency and high-quality outputs. Adept at visual storytelling, customer engagement, and collaborative team environments. Currently expanding skills in UI/UX design.

Professional Experience

**Graphic Designer & Trainer Coordinator | TMTR Solutions Pvt Ltd**

📍 *2025 - Present, Pune (Part Time)*

**Lead Graphic Design & Branding Initiatives:** Layout & Formatting Expertise Managing formatting, branding of **reports, training manuals, brochures, and activity materials**, ensuring professional presentation and readability.

**CRM Design Support:** Created visually engaging customer-facing content to support CRM activities, enhancing client communication and engagement.

**Print Production & Quality Assurance:** Maintained rigorous design consistency and ensured print-ready outputs for all physical and digital assets.

**Training & Logistics Coordination:** Managed comprehensive logistical aspects for training sessions, including scheduling, venue booking, participant registration, and material preparation.

**Graphic Designer | Ecosan Services Foundation**

📍 *2025 - Present, Pune (Part Time)*

Conceptualized and designed visual communication materials for **Project PARMM (Pollution Abatement of River Mula-Mutha)**, including standees, banners/flex, brochures, event collaterals, and social media graphics to support public engagement and awareness initiatives.

Developed a wide range of creative assets for the **organization’s overarching branding efforts**, including:

* **Refinement of the ESF logo** and visual identity
* **Definition and documentation of brand guidelines** for consistent communication
* Design of **corporate collaterals** such as letterheads, visiting cards, and internal/external brochures
* Layout and visual design of **website pages** for improved user experience and brand consistency
* Design of **project reports, case studies, and knowledge materials** for stakeholder and donor communication

PRANITA

WORLIKAR

Graphic Designer | Branding & Visual Communication Specialist | Trainer Coordinator

Education

🎓 **Applied Art Diploma**

Abhinav Kala Mahavidyalaya, Pune

*(2014-2018)*

🎓 **Foundation Course in Art**

School of Art, Azam Campus

*(2013-2014)*

🎓 SSC

Stella Maris School

(2000-2013)

Certifications

🎓 UI/UX (Pursuing)

🎓 Graphic Designing Course DiSHA Computer Institute (2018)

🎓 Intermediate Grade

Azam Campus, Pune (2013)

Interests

🎨 Art | ✈️ Travel

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📍 Mumbai, Maharashtra

🔗 [LinkedIn](https://www.linkedin.com/in/pranita-worlikar-72533118b/)

🔗 [Portfolio](https://drive.google.com/drive/folders/1SZdaPB0Sh1c-HmvE4lAg8oCe7Pg2CGZ2?usp=sharing)

Languages

English | Marathi | Hindi

* Regular development of **social media creatives and campaigns** tailored to environmental and water sanitation themes
* Provided design support for **various ongoing and future projects/events** undertaken by ESF, ensuring cohesive branding and impactful storytelling across all platforms and mediums.

**COE-Assistant Manager | Awsmosis Learning & People Solutions Pvt. Ltd.**

📍 *2018 - Present, Pune*

**Lead Graphic Design & Branding Initiatives:** Spearheaded end-to-end graphic design and branding projects for corporate training and marketing, driving visual identity and engagement.

**Design & Production Management:** Managed a junior team member, overseeing design, formatting, branding, and print production for a diverse range of materials.

**Impactful Visual Content Creation:** Designed and developed a wide array of visual assets, including **posters, presentations, logos, social media creatives, and comprehensive event branding**.

**Layout & Formatting Expertise:** Directed the precise formatting and layout of critical documents such as **reports, training manuals, brochures, and activity materials**, ensuring professional presentation and readability.

**Brand Consistency & Client Collaboration:** Partnered closely with internal teams and clients to guarantee all design materials consistently aligned with brand guidelines and key messaging.

**CRM Design Support:** Created visually engaging customer-facing content to support CRM activities, enhancing client communication and engagement.

**Print Production & Quality Assurance:** Maintained rigorous design consistency and ensured print-ready outputs for all physical and digital assets.

**Training & Logistics Coordination:** Managed comprehensive logistical aspects for training sessions, including scheduling, venue booking, participant registration, and material preparation.

**Assessment Centre & Budget Oversight:** Orchestrated end-to-end assessment centre logistics and administration, and managed training program budgets for cost-effectiveness.

Key Skills

**Design & Tools:** CorelDRAW, Adobe Photoshop, Adobe Illustrator, Adobe XD, Figma, MS Office Suite

**Branding & Visuals:** Logo Design, Poster Design, Marketing Collateral, Presentation Design, Training Materials, Social Media Graphics

**Print & Production:** Layout Design, Formatting, Print-Ready Design, Vendor Coordination

**Soft Skills:** Leadership, Team Management, Client Communication, Time Management

**Other Expertise:** CRM, Content Coordination, Event Collateral Design

Achievements

🏆 **Employee of the Month:** Recognized for hard work, exceptional support, and successful contributions.

🏆 **Gold Star (x2):** Awarded for consistently delivering high-quality work and dedication.

🏆 **Silver Star (x2):** Acknowledged for strong teamwork, hard work, and support.

Project Highlights

**Logo & Branding:** Designed distinctive logos and comprehensive branding packages for diverse clients including **TravelholicShe, The Tripping Culture, Café Camellia, and Cuppa Cake by Anubha**.

**Campaign Design:** Contributed significantly to major campaigns such as **"Good to Great Leadership Training" (ALPS) and "Awsmosis Training Journey"**, ensuring cohesive visual messaging.

**Branding Assets:** Successfully designed and produced over **500+ unique branding assets**, including certificates, standees, banners, and social media content, enhancing brand visibility.