

# YASHAS

Brand | UX | Visual Designer



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## PROFILE

A structured blend of brand identity, UX reasoning, and composed visual & graphic design. Attention centers on hierarchy, rhythm, and aesthetic refinement. Outputs are clear, consistent, and built with long-term visual integrity.

## WORK EXPERIENCE

### Agrocorp Landbase | Creative & Graphic Designer (Present)

- Built brand systems for farmland and lifestyle projects with clarity, structure, and trust. Designed brochures, site visuals, and project identities using refined hierarchy and layout logic.
- Supported brand strategy with consistent visual language across digital and print.

### Vacation Village - Sub Brand (Present)

- Developed luxury brand tone, campaign visuals, and narrative brochures for a premium real-estate project.
- Designed strategic digital and print communication grounded in marketing psychology and high-end visual direction.

### Glorious Maidens Pirate | Brand Identity & Visual Direction

- Created the complete brand identity system including logo, packaging, and visual tone.
- Directed stylized product visuals to establish a rugged, premium aesthetic.
- Designed cohesive storytelling elements for digital and print use.

### The Indian Designer | Editorial Poster Series

- Designed a structured cultural poster series using narrative-driven grids and composition.
- Explored Indian themes through typography and storytelling-led layouts.
- Built a consistent visual framework optimized for Behance presentation.

## UI-UX

- Marketing Force, UX flow, structure, and dashboard UI for an AI social media tool.

## SKILLS

### UX Skills

Layout systems & hierarchy  
Content structuring  
Wireframes & low-fi flows  
Visual problem-solving  
UI logic & storytelling  
Component consistency

### Brand & Visual

Brand identity design  
Logo systems  
Campaign & social design  
Editorial layouts  
Creative direction  
Typography & composition

## TOOLS

Illustrator  
Photoshop  
Figma  
AI-Driven Design  
Workflows

## Additional Skills

- Drawing, sketching, digital painting
- Concept fusion & creative exploration
- Photography & composition
- Cultural and pirate-inspired themes
- Independent concept development
- Quick adaptation to new workflows
- Strong visual judgment