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[DESIGNPORTFOLIO](#)
[ILLUSTRATIONPORTFOLIO](#)
[LINKEDIN](#)

PROFILE

Hi! I am Garima Garg! A Creative Product, Graphic, and Visual Designer!

With years of experience in Communication and Graphic Design, I specialize in crafting user-focused, visually compelling digital products and brand experiences. Proficient in Figma, Adobe Creative Suite, and Sketch, I thrive on transforming complex ideas into elegant design solutions. Passionate about storytelling through design, I blend creativity and strategy to deliver impactful outcomes tailored to business goals and user needs. Experienced in collaborating with cross-functional teams, I bring a strong eye for detail and a commitment to delivering user-centric, high-quality results.

WORK EXPERIENCE

September 2022 - October 2024

London, U.K (remote)

Graphic Designer

B.R Advertising Agency

- Led end-to-end branding projects, including logo design, packaging, and marketing materials, crafting cohesive and impactful brand narratives.
- Created high-impact visuals for print and digital platforms, such as brochures, posters, and social media assets, boosting audience engagement by 10%.
- Collaborated with cross-functional teams to develop infographics and data visualizations, simplifying complex information for broader audience understanding.
- Ensured brand consistency by adhering to guidelines while incorporating fresh design elements to modernize visual identity.
- Presented polished design concepts to stakeholders, incorporating feedback to deliver solutions aligned with business goals and brand identity.
- Conducted thorough design research to stay ahead of industry trends, ensuring innovative and competitive creative solutions.
- Contributed to the brand identity and visual storytelling for the company.

March 2021- August 2022

Hyderabad, India

Jewellery and Graphic Designer

Suhani Pittie - Indian Jewellery Designer

- Conceptualised and crafted intricate jewelry designs through manual sketching and advanced digital applications, seamlessly blending innovation with contemporary style.
- Collaborated with the design team to develop bespoke collections, fusing Indian heritage with modern aesthetics, delivering exclusive pieces for luxury clientele. Produced many detailed digital illustrations for the same.
- Produced precise technical drawings and CAD models, ensuring production accuracy and adherence to meticulous specifications.
- Conducted extensive material research and trend analysis, generating innovative design ideas that captivated high-end customers.
- Designed custom jewelry pieces tailored to specific client requirements, transforming unique concepts into elegant, personalized creations.
- Coordinated efficiently with artisans and production teams, ensuring consistent delivery of high-quality craftsmanship and attention to detail.
- Enhanced brand appeal through visual merchandising and styling for exhibitions, optimizing the presentation of exclusive collections to attract prospective clients.
- Contributed in the UI/UX design for the company.

July 2020 - January 2021

Chandigarh, India

Marketing Manager | Digital Design Specialist(Internship)

Jewellery by Nikitha Linga

- Reinforced the company's core values and visual identity by delivering cohesive, branded content across digital and social media platforms.
- Developed and implemented comprehensive social media strategies, increasing brand awareness and audience engagement across Instagram, Facebook, and Twitter.
- Created compelling, shareable multimedia content—including videos, motion graphics, and viral memes—that significantly boosted community interaction and extended organic reach.
- Leveraged data-driven insights using tools like Google Analytics and platform-specific analytics to track campaign performance, identify key trends, and optimize content strategies for maximum impact.
- Spearheaded cross-functional brainstorming sessions with creative and marketing teams to conceptualize and execute campaigns that were both innovative and strategically aligned with business objectives.

December 2019 - June 2020

Chandigarh/Hyderabad, India

Illustrator

Cupro Clothing

- Created custom illustrations for marketing campaigns, editorial content, and branded merchandise, enabling brands to differentiate themselves in competitive markets.
- Partnered with art directors to craft compelling visual narratives, transforming abstract concepts into engaging, story-driven artworks.
- Designed unique character concepts and detailed vector illustrations widely used in digital animations and promotional materials to enhance brand visibility.
- Mastered both traditional and digital illustration techniques using Adobe Illustrator and Procreate, delivering visually striking and high-quality outputs.
- Delivered high-impact commissioned projects, tailored to client needs while maintaining exceptional quality and meeting strict deadlines.
- Collaborated closely with clients to understand their creative vision, producing custom illustrations that perfectly aligned with brand identity and strategic goals.
- Integrated cultural and thematic elements into designs, infusing them with deeper meaning to foster emotional connections with diverse audiences.

January 2019 - November 2019

Hyderabad, India

Junior Communication Design Intern

Soul Weekly

- Assisted in creating visually appealing layouts and graphics for the online magazine, ensuring alignment with brand identity.
- Designed engaging digital content, including banners, social media posts, and newsletter templates, increasing reader engagement.
- Conducted research on design trends and competitor analysis to enhance the magazine's visual appeal.
- Collaborated with the editorial team to develop innovative concepts for feature articles and digital campaigns.
- Edited and refined images and graphics using Adobe Creative Suite, maintaining high-quality standards.
- Managed multiple design tasks under tight deadlines, showcasing strong organizational and time-management skills.
- Contributed to the visual storytelling of the magazine, delivering creative solutions that resonated with the target audience.

EDUCATION

Berlin, Germany
(Masters)

- **M.A Communication Design and Creative Strategies (1.8 gpa)**
HMKW - Hochschule Fur Median Kommunikation Und Wirtschaft

Hyderabad, India
(Bachelors)

- **Bachelor in Fashion and Lifestyle Accessories Design - (8.8 gpa)**
NIFT - National Institute Of Fashion Technology

Chandigarh, India
(Schooling)

- **Higher Secondary Education - (93% gpa)**
Vivek High School

DESIGN SKILLS | TECHNICAL SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- M.S Excel
- Canva
- M.S Word
- Figma
- Keynote
- Procreate
- Typography
- Prototyping
- Conceptualisation
- Visual Art
- Painting and Sketching
- Auto CAD

SOFT SKILLS

- 1.Project Management
- 2.Public Relations
- 3.Communication
- 4.Critical Thinking
- 5.Creative Writing
- 6.Teamwork
- 7.Time Management

LANGUAGES

English: C2

French: A2

Hindi: C2

German: A1(currently learning)

ACHIEVEMENTS

Founder & Designer

Funkaar – Jewelry Label | India

- Designed handcrafted jewelry and managed all business operations.

Lead Writer

College Magazine – NIFT, India

- Wrote and edited articles, leading content creation.

Content Writing Intern

Soul – Online Fashion Magazine | India

- Created SEO-focused articles on fashion and lifestyle.

Freelance Projects

Mural Artist

Berlin, Germany

- Designed and painted a commissioned mural.

Freelance Model

[Various Projects]

- Modeled for professional photoshoots.

Workshops

Jewelry Crafting Workshop

Make – Berlin, Germany

- Created a handcrafted silver jewelry piece.

Painting exhibition

- Organised a painting exhibition at home