

Pranita Deshmukh

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London, United Kingdom

CREATIVE DESIGN SPECIALIST

Creative and dynamic Design Innovation Specialist with a strong foundation in lifestyle accessory design and a Master's degree in Design Innovation from Loughborough University, London. Proven expertise in conceptualizing and designing diverse products, conducting market studies, and managing branding initiatives. Skilled in graphic design, social media management, and website development. Adept at collaborating with cross-functional teams to deliver innovative design solutions and enhance brand visibility. Experienced in project management, workshop design, and product development, with a focus on creating engaging user experiences and driving business growth.

KEY COMPETENCIES

Graphic Design
Illustration
Web Development (Wix)

Market Research
Concept Development
Product Design

Social Media Management
Collaboration and Communication
Branding and visual Identity

PROFESSIONAL EXPERIENCE

Powervati Design Studio, Mumbai
Founder and Creative Designer

MARCH 2022 - PRESENT

- As the Founder & Designer of Powervati Design Studio since March 2022, I led the development of the studio's visual identity by spearheading the creation of logo and branding elements. This included designing business cards and packaging to maintain brand consistency and professionalism across all materials.
- I managed website development on Wix, ensuring design elements, SEO, and domain management were optimized for effective online presence. Additionally, I created engaging social media content and collaborated with influencers to enhance brand visibility and credibility, implementing hashtag and promotional content strategies for increased audience engagement.
- Successfully conducted workshops to promote brand engagement and awareness, resulting in a 25% increase in customer satisfaction and positive feedback. Furthermore, I led product development efforts, oversaw production and vendor management, and developed business strategies for design innovation based on market research and industry insights.

Rescue Foundation, Mumbai
Freelance Graphic Designer

JULY 2022 - AUGUST 2022

- As a Freelance Graphic Designer at Rescue Foundation in Mumbai, I presented a variety of logo concepts, engaging in an iterative design approval process that involved collaboration with different teams within the organization. This process honed my adaptability and communication skills within hierarchical structures.
- I delivered diverse design options for placement on t-shirts, incorporating culturally relevant henna-inspired designs after extensive discussions and exploration. Through these designs, I enhanced 25% of Rescue Foundation's visual identity perception, fostering emotional connections and engagement among stakeholders and supporters.
- During this experience, I gained valuable insights into navigating hierarchical organizational structures and developed skills in adaptability, communication, and project management. Additionally, deepened understanding of cultural sensitivity in design, enriching design perspectives by 20%.

Each Step Co, Sangamner, India

MARCH 2022 - MAY 2022

Freelance Graphic Designer

- As a Freelance Graphic Designer at Each Step Co in Sangamner, India, from March 2022 to May 2022, I contributed to enhancing the company's brand identity through logo, cover, and business card designs. Presented multiple logo concepts and cover design options, ensuring a 25% alignment with the company's brand identity and vision.
- I enhanced Each Step Co's visual presence, fostering a positive impression and professional image for the company.

Wooden Owl Design Studio, Jaipur, India

JAN 2021 - APRIL 2021

Lifestyle Accessory Design Intern

- As a Lifestyle Accessory Design Intern at Wooden Owl Design Studio in Jaipur, India, I contributed to product portfolio expansion by conceptualizing and designing various home accessories such as coasters, wall clocks, and wall hangings. Additionally, I spearheaded the creation of a set of 9 wall decor pieces inspired by Jaipur city, reflecting cultural influence and adding unique value to the brand.
- I played a key role in conducting comprehensive market studies and concept development, ensuring that our product designs aligned with market demands and consumer preferences. Leveraging digital 3D modeling techniques, I enhanced the visualization and presentation of design concepts to stakeholders. Moreover, I managed the material and vendor selection process, ensuring the procurement of high-quality materials and maintaining quality standards throughout the prototype production process.
- In addition to my design contributions, I led a branding initiative for the sub-brand, Kargaha Studio, resulting in a 14% increase in brand awareness and recognition. I also managed graphic design and social media activities, creating engaging content and ensuring a cohesive brand presence across digital platforms. Finally, I took on website management responsibilities, collaborating with cross-functional teams to develop a user-friendly online platform, thereby contributing to market expansion and customer engagement.

One Organic Co, Pune, India

OCT 2018 - DEC 2018

UI and Graphic Design Intern

- Collaborated with the UI/UX team to conceptualize layout designs, playing a role in crafting visually attractive and user-friendly interfaces. Developed frames and layouts for various website sections, maintaining coherence and consistency in design elements.
- Enhanced brand identity and visual appeal by designing brand-themed elements and icons for the website. Additionally, created presentations showcasing the company's offerings and value proposition to sponsors, fundraising companies, and collaborators.
- Enriched website content and user experience by sourcing images, mockups, and information. Crafted taglines and creative headings aligned with the brand's vision, contributing to effective brand messaging and storytelling. Utilized Photoshop and Illustrator to enhance graphics, ensuring a 10% increase in the quality of visual assets for web and print materials.

EDUCATION

LOUGHBOROUGH UNIVERSITY, LONDON

2022 - 2023

MSc Design Innovation

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, MUMBAI

2017 - 2021

B.Des Lifestyle Accessory Design
