

Harshdeep Kaur



PROFILE

Hi, I am a multi disciplinary designer with experience in Art Direction, Graphic Design, Content Strategy, Branding & Publication design. I have had the opportunity to lead brand level executions in design and have been consistently involved in concept generation & ideation and consider it an integral part of any design role.

My Contact Details are as follows

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Portfolio : <https://harshdeepkaur.framer.website/>

EXPERIENCE

ASSOCIATE ART DIRECTOR, GEN - THE CREATIVE STUDIO - DELHI

JULY 2026 - PRESENT

JUNIOR ASSOCIATE ART DIRECTOR, GEN - THE CREATIVE STUDIO - DELHI

AUGUST 2025 - JUNE 2026

- Research and design strategy, building & leading brand language design.
- In my time here, I have worked on Branding projects, website design & content, content strategy, art direction and brand visual identity, publication design and event design.
- I have also had the privilege to work for social organisation - WWF along with brands like Permea (skincare) and major event (Culture Con)

JUNIOR CREATIVE DESIGNER, PLEASE SEE// ADVERTISING - MUMBAI

JULY 2024 - JULY 2025

- Haldiram's campaigns: that required dedicated art direction for photoshoots & videos (print & digital, store merchandise design) - *The Winter Menu campaign visuals had especially strong ROI hence the client decided to continue with the same visuals for the coming years.*
 - Parle Products, Meemee's - Campaign, Films & Social Media
 - Visual Language Development for Cococart - Chocolate retail & Cafe.
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CREATIVE DESIGN INTERN, PLEASE SEE// ADVERTISING - MUMBAI
JANUARY 2024 - APRIL 2024

Brands - Theobroma and Haldiram's

- Print and digital creatives to align with brand objectives.
- Crafting Key visual language for campaigns
- Art direction for photoshoots, videos, and styling to ensure cohesive brand representation across various print & digital mediums.

GRAPHIC DESIGN INTERN, CAPE AGENCY, CHENNAI
JUNE 2023 - JULY 2023

Brands - BYJU's, Karur Vysya Bank, Maruti Suzuki, Cape

- Print and digital creatives, Brand research, Key Visuals.

EDUCATION

National Institute of Fashion Technology, Chennai — Bachelor of Design (Fashion Communication), 2024

SKILLS

AI TOOLS: 1. Gemini, 2. ChatGPT, 3. Sora, 4. Adobe Firefly, 5. Higgsfield

SOFTWARES : 1. Adobe Photoshop, 2. Adobe Illustrator, 3. Adobe Indesign, 4. Blender 3D, 5. Figma, 6. Adobe Premiere Pro, 7. Adobe After Effects, 8. Canva

SOFT SKILLS : 1. Creativity, 2. Management, 3. Team Work, 4. Leadership, 5. Communication

LANGUAGES

English, Hindi, Punjabi, Marathi (Conversational)