

Samprati Kulkarni

Brand & Visual Designer focused on visual storytelling, design systems and clear communication

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EXPERIENCE

Freelance, Potsdam, Germany - *Brand & Visual Designer*

February 2026 - Present

- Offering brand identity, editorial design and data visualization services across print and digital formats.
- Developing structured visual systems from concept to final production, including layout, typography and graphic assets.
- Managing client communication, scope definition and proposal development independently.
- Building scalable design templates and modular systems for long-form publications and digital content.

Freelance, Pune, India - *Visual Communication Designer*

July 2023 - January 2024

- Built clear layout systems and repeatable design templates to improve consistency across materials.
- Directed the visual development of the *Ganit Patte* publication from concept to final print.
- Prepared print-ready files and coordinated with publishers and printers to ensure smooth production.
- Managed client feedback and revisions independently, delivering projects on schedule.

INTACH, Pune, India - *Author & Visual Communication Designer*

January 2023 - June 2023

- Conceptualized and produced the *Millet Sattvam* publication from research to final print.
- Transformed research-heavy content into a structured editorial system with strong hierarchy and readability.
- Designed layout, typography and original illustrations to support long-form reading.
- Directed food styling and photography to maintain visual consistency.
- Coordinated print production and delivered press-ready files.

Digi Daftar, Pune, India - *Visual Communication Design Intern*

June 2022 - August 2022

- Supported corporate identity development across digital and print touchpoints.
- Designed marketing and social media assets aligned with brand guidelines.
- Created custom illustrations and basic motion graphics for product communication.
- Collaborated with marketing and web teams to ensure consistent visual output.

EDUCATION

University of Europe for Applied Sciences, Potsdam, Germany - *MA Innovation Design Management*

March 2024 - August 2025

- Participated in the UE-BDE Design Mentorship Program, Berlin (Jan 2025), working with

JOB RELATED ABILITIES

Adobe Creative Suite: Strong working skills in Illustrator, Photoshop, and InDesign for logos, layouts, marketing materials, and brand assets.

AI-Enhanced Design Workflow: Experience using AI tools such as Midjourney and Adobe Firefly to generate concepts, speed up iterations, and improve creative output.

Brand & Marketing Visuals: Design of social media graphics, digital ads, presentations, and campaign materials aligned with brand guidelines.

Creative Concept & Iteration: Ability to propose visual ideas, test variations quickly, and refine work based on structured feedback.

Detail & Delivery Focus: High attention to layout, typography, and polish, ensuring files are organized and delivered on time.

TECHNICAL PROFICIENCY

Design & layout

Illustrator · Photoshop · InDesign · Figma

Motion & video

After Effects · DaVinci Resolve

AI-assisted design & ideation

Midjourney · Gemini · Adobe Firefly · Seedream

industry mentors on brand strategy, design impact, and personal design journey.

- Took part in structured design sprints with early-stage startups such as *Intertempi*, focusing on problem framing, research, and defining solutions.
- Collaborated with multidisciplinary teams on projects connecting design, technology, and business constraints.

Anant National University, Ahmedabad, India - BDes Visual Communication

Design

Minor - Health & Wellbeing Design

August 2019 - July 2023

- Built a strong foundation in visual communication, typography, brand identity, and editorial systems across print and digital media.
- Member of the core graphics team for TEDxAnantU 2022, contributing to event branding, merchandise, and communication materials.
- Presented student work to visiting faculty and professional designers, developing clear verbal and visual communication skills.
- Authored the paper *"Three Sides of the Same Coin,"* published in the university magazine, demonstrating research-led thinking and written communication.

INDUSTRY KNOWLEDGE

Brand & visual communication

- Brand identity systems, campaign graphics, social media and web visuals
- Editorial and publication design, typography, layout systems
- Print production workflows and technical preparation
- Data visualization, signage and wayfinding
- Basic UX/UI principles and motion graphics

Strategic & Research-Led Design

- Strategic branding and product thinking
- Business model design and entrepreneurship fundamentals
- Research and problem framing
- Speculative and future-oriented design approaches
- Practical use of AI-assisted tools for ideation and research support

Productivity & workflow

Notion · Perplexity · Grammarly

Tools exploration

Affinity · Framer

LANGUAGES

English - Fluent

German - A2 (currently learning)

Hindi, Marathi - Native

INTERPERSONAL SKILLS

Collaboration & teamwork

Experience working with multidisciplinary and cross-cultural teams across research, content, and design projects.

Communication & stakeholder alignment

Able to explain design decisions clearly, run constructive feedback loops, and align design choices with project goals.

Adaptability & problem solving

Use research, content, and constraints to guide design decisions rather than relying on trends.