

Aparajita Sharma

VISUAL DESIGNER

I'm a passionate designer with a multifaceted background in Graphic Design, User Experience & Advertising. I excel in communication, collaborating effectively & taking on leadership roles with dedication. With a blend of talent and experience, I am capable of handling the entire design process from conceptualization to execution.

EXPERIENCE

Visual Design Intern / Wirality

JAN 2023 - APRIL 2023 / Full-time, Bengaluru

- Conceptualised campaign ideas for brands in different sectors.
- Created social media designs for various brands to increase brand recognition.
- Visualised data and designed campaign proposals into pitch decks.
- Developed promotional & marketing collaterals.

Graphic Design Intern / The Motion Story

JUNE 2022 - SEPT 2022 / Full-time, Pune

- Ideated & storyboarded ad campaigns focusing on digital media.
- Created Illustrations for various brands & visualised data for the investors.
- Created various editions for the Packaging designs.
- Developed brochures and banners for Promotional & Marketing Collaterals.

Visual Designer / IEEE

JAN 2022 - MARCH 2022 / Freelance, Pune

- Created visual design, game flow and wireframes for the digital game 'The Relic Collector' made for Raja Dinkar Kelkar Museum.
- Explored various frameworks and layouts for the game UI with the dev team.
- Designed 3 original characters for the game avatars with unique looks.
- Developed digital assets and marketing collaterals for the game launch.

Graphic Design Intern / Skillsphere Education

MAY 2021 - NOV 2021 / Full-time, remote

- Designed visual content for the organisation's workshops and events.
- Created Landing Page Framework for various company websites.
- Implemented unified design language through Social Media posts and ads.
- Created promotional materials for web and print to improve engagement.

Social Media Manager & Designer / The Accessory Consultant

MAY 2021 - SEPT 2021 / Full-time, remote

- Created a unified visual design language for the brand.
- Researched the top trending articles on social media in the market and generated more than 100 unique content ideas each month.
- Executed zero-budget content through Instagram & Facebook by resonating with the target market.
- Managed the social media presence with constant audience interaction leading to organically increasing brand audience by 400%.

PORTFOLIO

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SOCIAL

[Behance](#) [Ap_Designs](#)

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EDUCATION

2019-23 | B.DES

Communication Design Graphic Design

Symbiosis Institute Of Design
Maharashtra, Pune

2017-19 | HIGH SCHOOL

Commerce CBSE

D.A.V Public School
Punjab, Amritsar

VOLUNTEER WORK

Headliners Co-Head

FDM Taskforce 2021-22

- A Student-Organised College Fest Event Including Performances By Musicians And Comedians.

Photography Club Head

- Held Informative Sessions For Students With Basic Learning Followed By Practical Experiments.

Documentation Team

FDM Taskforce 2019-21

- Captured Behind The Scenes Of Various College Events.

SKILLS

Ideation & Conceptualisation
Branding & Logo Design
UI Design & Prototyping
Advertising Strategy
Social Media Design

TOOLS

Adobe Creative Suite
Adobe Illustrator
Adobe Photoshop
Figma

LANGUAGES

English Hindi Punjabi