

ABHINANDAN SHARADCHANDRA KHANNA

Senior Graphic Designer & Brand Consultant

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PROFESSIONAL SUMMARY

Creative Graphic Designer & Brand Consultant with 13+ years of experience in branding, visual communication, & presentation design across FMCG, healthcare, automobile, education, & B2B/B2C sectors.

Expert in **visual storytelling, crafting impactful presentations & marketing assets**, with a strong working knowledge of **UI/UX principles** applied to real-world projects.

PROFESSIONAL EXPERIENCE

ICICI Prudential Life Insurance Co. Ltd. | Graphics Vendor • Aug 2022 – Present

- Designed **corporate presentations, business decks, and internal communication materials** for leadership and business teams.
- Converted **complex data and content-heavy information into clear, visually structured presentations.**
- Created **emailers, banners, and campaign creatives** for internal and external communication.
- Applied **UI/UX principles** to improve **readability, usability, and visual consistency.**

Dixit Foods | Creative Brand Consultant • Jun 2022 – Present

- Led **brand communication and visual identity execution** across digital and offline platforms.
- Developed **social media creatives, campaign assets, packaging, and marketing materials** to strengthen brand visibility.
- Supported **website design, content structuring, and development coordination.**
- Generated **video content and branded creatives** for marketing and engagement.

VayuJet Aviation Training Academy | Creative Brand Consultant • Jun 2025 – Present

- Developed **brand communication and positioning strategies** to improve brand clarity and audience communication.
- Created **presentations, admission decks, and marketing materials** for student outreach and promotions.
- Initiated **digital marketing creatives, landing pages, and website interfaces** to support lead generation.
- Produced **promotional videos and campaign assets** for brand awareness.

Freelance Graphic Designer | Independent Consultant • May 2013 – Present

- Delivered **branding, communication design, and visual identity solutions** for academic, healthcare, and business clients.
- Enhanced **pitch decks, presentations, brand storytelling assets, and digital creatives.**
- Improved **websites, social media creatives, and marketing collateral** aligned with client objectives.
- Consulted on **brand identity, content strategy, and visual communication direction.**

Lokus Design | Sr. Graphic Designer • Jan 2016 – May 2016

- Assisted in creating **brand communication systems** for academic and healthcare projects.
- Expanded **responsive websites and digital interfaces** for client communication needs.
- Maintained **consistency across branding and digital touchpoints.**

Seagull Advertising | Sr. Visualiser • Jan 2014 – Jan 2016

- Established **brand campaigns, marketing collateral, and communication assets** for diverse client accounts.
- Generated **landing pages and digital marketing creatives** for promotional campaigns.
- Utilised **visual communication and user experience principles** in digital design.

Anunaad Advertising | Sr. Graphic Designer • Sep 2012 – Jul 2013

- Improved **branding and communication materials** for performing arts and cultural projects.
- Produced **digital campaigns, websites, and promotional creatives**.
- Focused on **visual storytelling and audience engagement**.

Pixels & Res Multimedia Design | Graphic Designer • Feb 2012 – Jun 2012

- Initiated **emailers, social media creatives, and digital communication assets**.
- Supported website design and digital campaign execution through visual asset creation.

Multia Design Studio | Jr. Graphic Designer • Jul 2011 – Nov 2011

- Contributed to **branding and communication design projects** across digital platforms.
- Designed **website interfaces and digital layouts**.
- Helped with **HTML/CSS implementation** and design execution.

CORE SKILLS

Branding & Communication: Brand Identity, Campaigns, Social Media, Packaging, Print, & Marketing Collaterals

Presentation Design: Corporate Decks, Pitch/Sales Presentations, Data Visualisation, Information Hierarchy

Digital & Web: Websites, Landing Pages, Digital Campaigns, Responsive Design, Emailers.

UI/UX (Working Knowledge): Wireframing, Prototyping, User flows, Information Architecture (IA), Usability, Accessibility

Tools: Photoshop, Illustrator, InDesign, Premiere Pro, Figma, Framer, Adobe XD, Wix
MS Office (Word / Excel / PowerPoint)

AI Tools: Midjourney, DALL-E, ChatGPT, Freepik, Gemini, Adobe Firefly, Runway ML, Canva AI.

EDUCATION

MFA By Research – Applied Arts (Appeared) • JUN 2025 – JUN 2027

Dr Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhaji Nagar

UI/UX Design Certification | YOUxer, Pune • Aug 2024 – Jan 2025

BFA (Bridge Course) | Vishwakarma Creative-I College, Pune • Jun 2013 – Apr 2014

Applied Arts (GDArts) | Abhinav Kala Mahavidyalaya, Tilak Road, Pune • Jun 2007 – Apr 2011

M.Com | University of Pune – External • 2007

B.Com | S.P.College, Pune (University of Pune) • 2005