



Kinjal Gawaskar

BRAND & MARKETING COMMUNICATIONS

EXPERIENCE

DEVJI AURUM JEWELRY ATELIER- DESIGN HOUSE & STUDIO

Marketing Brand Designer | Aug 2019-Present

Devji Aurum is an established luxury jewelry brand in the Middle East & India.

- Role- Designing short term brand strategy, Social Media Marketing concepts, banners, Instagram posts & captions.
- Writing engaging Copy & content for Press release, newsletters, magazines & SEO.
- Product photography, jewelry styling, trend forecasting & Visual Merchandising with in-store window display and primary focus on sales & marketing.

DDB MUDRA GROUP ADVERTISING AGENCY | MUMBAI

Graphic Designer | Jan 2019-May 2019

- Hands-on experience in Advertising, Graphic Design, Presentation Design and Communication.
- Designed posters, banners and book covers for various projects and brands.

MULLENLOWE MENA | BAHRAIN

Senior Creative Intern | Jun 2018-Aug 2018

- Observing functions of an advertising agency while understanding the process of visual design, creative thinking, ideation & execution, client management, feedback functions & branding collaterals.

SUMMARY

Hello!

As a Brand Designer & Copywriter, I am keen and energetic about Fashion, Communication & Art. I am a Design Graduate with a natural affinity for creativity in the global market.

SKILLS AND EXPERTISE

Proficient in areas of Graphic Design, Visual & verbal Communication, Fashion Advertising & Digital Marketing. My expertise in understanding client psychology & problem solving skills explain my pattern of ideation and teamwork.

INTERESTS

Writing, Painting, YouTube content creation, Video Editing, Acting, Photography, Travel, Self-expression, Counselling



HOMETOWN
Bahrain

PROFESSIONAL SKILLS

Leadership
Communication
Voice over Talent
Time Management
Presentation
Problem-Solving
Planning
Public Speaking

SOFTWARE SKILLS

Adobe Illustrator	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●
Adobe Lightroom	●●●●●●●●●●
Adobe Premiere Pro	●●●●●●●●●●
Adobe Indesign	●●●●●●●●●●
FinalCutPro	●●●●●●●●●●
Keynote	●●●●●●●●●●
MS Office Suite	●●●●●●●●●●

LANGUAGES

English	—————	Advanced
Hindi	—————	Native
Marathi	—————	Native
French	—————	Beginner

Kinjal Gawaskar

BRAND DESIGNER

EXPERIENCE

HIKE SOCIAL MEDIA APP

Social Media Organiser | Jan 2018–Mar 2018

- Managing celebrity profiles & uploading content on a daily basis in order to promote the app across various platforms.

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

Creative Design Team | 2016–2017

- Create and manage artwork for social media, college posters, event collaterals and PR kit.

TEDx | INDIA

Visual Designer & Assistant Event Organiser
| Sep 2017–2018

- Part of the Communication Design team majorly working on poster designs, collaterals, video compilations, presentation slides & assisting event management.

PROJECTS

AUROVILLE WOODCRAFT
Photojournalism

ARANI SILK SAREES
Craft Cluster Project

NASHA AMERICAN CUISINE
Print & Packaging Design

HAUTE
Fashion magazine

WOOHOO
Boutique Resort Branding

TAI'S ORGANIC FOOD CHAIN
Brand Style Guide

VENTUNO
Fashion Catalogue

THAIRAPY & IXIGO
Advertorials

VJ MEDIA WORKS
Presentation Project

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BRAND DESIGNER

EDUCATION

NIFT- India's Top Design Institute Affiliated to Government of India

Bachelor of Design | 2015-2019

- An integrated **four** year course with extensive training in Art, Multimedia & Graphic Design, Creative Advertising, Branding, Design Psychology, Typography, Photography, Photo Journalism, Fashion Styling, Fashion Journalism, Fashion Communication, PR, Content Writing, Visual Merchandising, Brand Management, Social Media Strategies, Intellectual Property Rights and Design Management & Entrepreneurship.

INSTITUTE OF DISTANCE & OPEN LEARNING (IDOL) | MUMBAI

Bachelor's Degree in Psychology | 2017-Ongoing

- Presently studying Psychology

V.G. VAZE COLLEGE OF ARTS, SCIENCE AND COMMERCE | MUMBAI

Higher Secondary Certificate | 2013-2015

- Studied Humanities (Economics, Psychology, Philosophy, English & Sociology) with Mathematics.

ST. JOSEPH'S CONVENT BOARDING SCHOOL | PANCHGANI

Indian Certificate of Secondary Education
(ICSE) | 2009-2013

- Completed Secondary school with Commerce as an additional subject. Bagged trophies and medals in sports (Football, Badminton, Handball, Volleyball), creative competitions and elocutions.