

Krishna Parekh



• Visual Design • UI/UX Design • Creative Content Strategist
Masters in Design | Ahmedabad, India

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I am a passionate Visual Communication Designer with practical experience in branding, digital design, and visual storytelling. I excel at turning creative ideas into engaging visual solutions for a wide range of projects across print, digital, and brand identity. I am skilled at working with clients and teams to deliver thoughtful, audience-focused designs that balance creativity with clear communication.

Experience

Visual Communication Designer, October 2023 - December 2025
Ochre Revival Design Studio

- Led visual design and branding projects for clients, including logo design, marketing materials, and brand communication assets.
- Conceptualized and developed visual identities that matched brand positioning.
- Created digital and print materials such as social media graphics, packaging visuals, and promotional items.
- Collaborated with teams to ensure design consistency across platforms.

Graphic Designer, September 2021 - October 2023
Vana Branding Inc.

- Designed brand materials and digital assets for client campaigns in various industries.
- Developed visual concepts for websites, social media, and marketing presentations.
- Worked closely with brand strategists to translate brand stories into engaging visual systems.
- Ensured visual consistency across different brand touchpoints.

Brand Designer, January 2020 - July 2021
Shree Samiri Technologies

- Designed print and digital materials and UI elements.
- Worked with various teams to turn ideas into visual deliverables.
- Produced visuals for small businesses and individual clients.
- Managed project timelines, revisions, and client feedback.
- Built cohesive brand visuals from concept to final delivery.

Design Intern, May - June 2019
One Advertising & Communication Solutions

- Assisted senior designers in creating advertising layouts.
- Prepared artwork and supported campaign design tasks.

Freelance, 2019 Onwards

- Designed logos, brand identities, and marketing materials for small businesses and startups.
- Delivered social media graphics, print designs, and digital visuals tailored to client needs.
- Managed the entire design process from concept development to final delivery.
- Maintained client relationships through clear communication and structured feedback.
- Balanced multiple freelance projects while ensuring high-quality creative output.

Education

M. Design
GLS Institute of Design

UX Design
Google, Coursera

Pre-Production Animation
Gujarat University

Skills

- Visual Identity Design
- Branding
- Layout & Composition
- Digital Graphics
- UX Centric Thinking
- Attention to Detail
- Project Management

Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects
- Adobe XD
- Figma
- Procreate App
- Chat GPT (open AI)
- Gemini (Google)