



# Krishna Parekh

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

## Education

M. Design  
GLS Institute of Design

UX Design  
Google, Coursera

Pre-Production Animation  
Gujarat University

## Design Tools

|                     |                  |
|---------------------|------------------|
| Adobe Illustrator   | Microsoft Office |
| Adobe Photoshop     | Keynote          |
| Adobe Indesign      | Figma            |
| Adobe After Effects | Procreate        |
| Adobe XD            | Canva            |

## AI Tools

|                   |         |
|-------------------|---------|
| OpenAI Chat GPT   | Kive    |
| Google Gemini     | Claude  |
| Google Banana Pro | Copilot |
| Adobe Firefly     |         |
| Magnfic           |         |

## Contact

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Behance :  
[www.behance.net/krishnaparekh](https://www.behance.net/krishnaparekh)

## About Me

I am a Visual Communication Designer with experience in branding, digital design, and visual storytelling across agency, studio, and freelance projects. Skilled in building brand identities, campaign visuals, social media assets, packaging, and communication systems that align creative direction with business goals. Comfortable collaborating with clients and cross-functional teams to create clear, engaging, and consistent visual experiences.

## Experience

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

- Led end-to-end visual communication projects, developing brand identities, marketing collaterals, campaign creatives, and digital assets that aligned with client objectives and brand strategy.
- Collaborated with clients and cross-functional teams to transform concepts into cohesive visual solutions while maintaining consistency across print and digital touchpoints.
- Managed multiple projects simultaneously, presenting creative concepts, refining designs through feedback, and ensuring timely delivery of high-quality outputs.

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

- Designed marketing and communication materials across digital and print platforms, including social media creatives, promotional campaigns, presentations, and branded collateral.
- Worked closely with internal teams to create visually engaging designs that strengthened brand consistency and supported business and marketing goals.

**Brand Designer**, January 2020 - July 2021  
Shree Samiri Technologies

- Developed visual identity systems for brands, creating logos, typography, colour palettes, packaging, and supporting brand assets that reflected the brand's positioning.
- Ensured consistent implementation of brand guidelines across print and digital applications throughout the project lifecycle.

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

- Assisted in developing branding, marketing, and visual communication materials while gaining practical experience in agency workflows and design processes.
- Supported concept development, layout design, and production-ready artwork under the guidance of senior designers, strengthening skills in typography and visual hierarchy.

**Freelance**, 2019 Onwards



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## Design Skills

Brand Identity Design  
Visual Communication  
Layout and Composition  
Digital and Print Design  
Social Media Creatives  
Packaging Visuals  
Presentation Design

## UI/UX Skills

UI Design  
Wireframing  
User-Centered Thinking  
Design Systems  
Visual Hierarchy

## Professional Skills

Client Communication  
Cross-Functional  
Collaboration  
Project Coordination  
Attention to Detail

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## Independent Design Projects

### Aurus, Moi

Digital Marketing • Website Redesign • Brand Communication

Provided ongoing creative support across digital advertising, website redesign, social media management, branding initiatives, event collateral, and marketing campaigns for an e-commerce jewellery brand.

### Toothpick Dental Studio

Brand Identity • Signage • Environmental Graphics

Developed the complete visual identity for the clinic, including logo design, brand stationery, signage, and supporting collateral to create a professional and welcoming patient experience.

### Knotorious - Hiranya's Crochet Creations

Brand Identity • AI Product Visuals • Social Media Strategy

Developed a complete visual identity, including logo design and brand stationery, while creating AI-assisted product imagery and a social media strategy to establish a cohesive and engaging digital brand presence.

### Rajkot Cancer Society

Editorial Branding • Magazine Design • Visual Identity

Designed the visual identity for Cancer Compass, including logo development, editorial layout strategy, and branding for the inaugural magazine edition to strengthen the organization's communication initiatives.

### Vidyun

Learning Materials • Print Design • Design Consultation

Created event documentation, print collateral, and educational materials while providing design consultation to improve the clarity, usability, and visual effectiveness of learning resources.

### Dialogues on Democracy

Brand Stationery • Merchandise Design

Created branded stationery and merchandise for events, gifting, and retail, ensuring a consistent visual identity across physical brand touchpoints and promotional materials.

### Margarita Pop-Up Shows

Event Branding • Print Collateral • Social Media

Designed print collateral and managed social media communications for recurring pop-up events, ensuring consistent branding and engaging promotional experiences across multiple editions.

*Design is my profession, curiosity is my superpower. I'm always exploring new ideas, places, and perspectives—and if that sounds like someone you'd enjoy working with, I'd love to connect.*