

Amrita A

Graphic Designer & Illustrator

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SUMMARY

Graphic Designer and Illustrator with **2+ years** of experience specializing in **packaging design, brand identity, editorial design, and custom illustration**. I combine strong visual storytelling with a clean, strategic approach to design, creating work that strengthens branding and engages audiences.

I also bring experience in motion graphics and 2D animation, and excel at collaborating cross-functionally to bring creative concepts to life.

WORK EXPERIENCE

Lead Designer / Art Direction - FolksnFables

Feb 2024 - PRESENT · REMOTE

- Leading end-to-end book and editorial design across multiple projects
- Applying typography, layout, and illustration expertise to develop cohesive visual storytelling
- Overseeing and guiding freelance illustrators and designers
- Partnering with Creative Directors to shape project direction and visual language
- Communicating with clients to kick off new projects, gather requirements, and align creative expectations
- Supporting social media and website design needs

Freelance Illustrator - The Plated Project

June 2024 - Dec 2024 · REMOTE

- Creating custom illustrations and visual concepts based on project requirements
- Developing layouts and design frameworks for ongoing campaigns and collaborations

Graphic Designer / Marketing Design Analyst - TripleDart Digital

Sep 2023 - Jan 2024 · BANGALORE

- Designed branding and marketing collateral for clients across tech and consumer categories
- Produced ad creatives, presentation templates, and motion graphics (2D + GIF)
- Developed social media content and design assets for LinkedIn and Instagram

Graphic Design Intern - The Turtle Story

Apr 2022 - July 2022 · REMOTE

- Supported illustration and branding projects for client campaigns
- Delivered packaging illustrations, brand identity assets, and presentation design

TECHNICAL SKILLS

Photoshop · Indesign · Illustrator · Premiere Pro · After Effects · Procreate

EDUCATION

B.Des- Visual Communication and Strategic Branding

Srishti Institute of Art, Design and Technology

2019 - 2023 · Bangalore, India