

AKSHATA KETKAR

Senior Graphic Designer

Brand Identity · Packaging · Campaign Design

PROFESSIONAL SUMMARY

Graphic Designer with 2.5+ years of experience creating strategic visual solutions across branding, packaging, print, and integrated marketing campaigns. Experienced in managing projects from concept to production while collaborating with cross-functional teams to deliver impactful, production-ready designs. Skilled in leveraging AI-assisted workflows to accelerate ideation, creative exploration, and content development without compromising design quality. Passionate about transforming business objectives into visually compelling brand experiences.

CORE COMPETENCIES

BRAND & PACKAGING

- Brand Identity Design
- Logo Design
- Brand Refresh & Rebranding
- Packaging Design
- Luxury Packaging

CAMPAIGN & DIGITAL

- Campaign Visual Development
- Social Media Design
- Landing Page Assets
- Email Creatives

CREATIVE STRATEGY

- Concept Development
- Design Thinking
- Visual Storytelling
- Competitive Analysis
- Market Research

AI WORKFLOW

- AI-assisted Design Workflow
- Prompt Engineering
- Generative AI for Ideation
- AI Image Generation

EXPERIENCE

SR. GRAPHIC DESIGNER JUNE 2023 - JAN 2026

STUDIO VITAMIN D, PUNE

- Led end-to-end design execution across branding, packaging, print, and campaign projects for diverse clients.
- Translated creative briefs into cohesive visual solutions, maintaining consistency across multiple brand touchpoints.
- Designed production-ready packaging and print collateral with a strong understanding of print processes, color management, and proofing.
- Collaborated with cross-functional teams and stakeholders to refine concepts, incorporate feedback, and deliver projects within timelines.
- Leveraged AI tools, including ChatGPT and Gemini, to accelerate ideation, copy exploration, research, and creative workflows.

INTERNSHIP JAN 2022 - APR 2022

TECH MAHINDRA

- Redesigned Club Mahindra's logo and key landing pages based on user research, usability testing, and competitive analysis.
- Applied UX principles to improve visual communication and user experience across digital touchpoints.

TOOLS

DESIGN

- Photoshop
- Illustrator
- InDesign
- Figma

AI

- ChatGPT
- Gemini
- Magnific (freepik)

EDUCATION

BHARATI VIDYAPEETH COLLEGE OF FINE ARTS

BFA APPLIED ARTS | JUN 2019 - MAY 2023

MODEL ART INSTITUTE

FOUNDATION ART | JUN 2018 - MAY 2019

CERTIFICATES

- Prompt Engineering | Jan 2026
- Packaging Design | Jan 2026
- HCI Course IIT Bombay | Jun 2021
- Visharad Pratham | May 2024
- A2 German Goethe Institut | 2017