PRIYANKA

Brand Identity Designer | Graphic Designer | Packaging

New Delhi, India
behance.net/priyankasharma155
linkedin.com/in/priyanka-sharma-673b028b/
instagram.com/graphic_grid_/

PROFESSIONAL SUMMARY

Independent Brand Identity Designer with experience in visual identity development, brand guidelines, packaging design, and social media communication. Focused on creating distinctive, cohesive visual identities for emerging and consumer-facing brands through thoughtful design decisions, typography, color and visual storytelling.
Experienced in developing brand concepts from initial research and visual direction to identity systems and real-world applications. Background includes professional brand design, social media campaigns, product communication and independent branding projects. Combines creative thinking with an understanding of brand positioning, audience perception and visual consistency.

CORE EXPERTISE

- *Brand Identity*
- *Logo Design & Brand Guidelines*
- *Visual Direction*
- *Typography & Color Systems*
- *Packaging & Label Design*
- *Product Mockups*
- *Visual Hierarchy*
- *Social Media Design*
- *Campaign & Promotional Creatives*
- *Carousel & Static Posts*
- *Brand Research*
- *Concept Development*
- *Visual Storytelling*
- *Client Communication*

PROFESSIONAL EXPERIENCE

Independent Brand Identity & Graphic Designer

Self-Employed | New Delhi, India (Remote) 2025 – Present

- Develop brand identity concepts and visual systems for emerging and product-based businesses, with a focus on distinctive brand expression and consistency.
- Explore brand positioning, target audiences, competitors, and visual opportunities to establish a clear creative direction before design execution.
- Design logo systems, color palettes, typography, graphic elements, and brand guidelines tailored to each brand's personality and audience.
- Create packaging concepts and product-focused visual applications, considering shelf presence, hierarchy, readability, and brand recognition.
- Develop social media assets, including static posts, carousels, promotional creatives, and campaign visuals aligned with brand identity.
- Translate brand concepts into visual presentations, mockups, and cohesive brand touchpoints.
- Manage prospective client communication, discovery calls, project scope, proposals, feedback and final file delivery independently.

Graphic Designer

Earthblend | Organic Skincare & Haircare Brand Dec 2024 – Jul 2025

- Developed complete brand guidelines defining color palettes, typography, visual consistency, and usage rules across digital platforms.
- Created the visual identity for INDIORA, a women's bags and accessories brand, including logo design, visual direction, and brand guidelines.
- Designed daily social media creatives, promotional graphics, carousel posts, and festive campaign content aligned with brand communication.
- Created Hindi typography-based designs to establish regional relevance and strengthen emotional connection with the audience.
- Designed a skincare and haircare eBook featuring natural-ingredient DIY recipes, maintaining a cohesive visual language and structured content hierarchy.
- Developed product catalog layouts with clear information architecture, product presentation, and consistent brand styling.
- Adapted creative outputs to different content formats while maintaining visual consistency across brand communications.

EDUCATION

Bachelor of Arts (Hons.) in Political Science
School of Open Learning, University of Delhi — Jun 2019 – Jul 2022

Graphic Design Course
TGC Animation & Multimedia, New Delhi — Sep 2023 – Jun 2024

One-Year Computer Diploma
Mitz Institute, New Delhi — Aug 2019 – May 2021

DESIGN SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Express
- CorelDRAW
- Canva