

ISHA PANT

Graphic and Ui designer

Mobile no: 9760217323

Email id: ishapant01@gmail.com

Portfolio: <https://www.behance.net/ishapant1>

Linkedin: www.linkedin.com/in/isha-pant-497824273

Address: 190 model colony, Dehradun, Uttarakhand

ABOUT ME

Results-driven creative professional with nearly 4 years of comprehensive experience, encompassing both full-time and freelance roles. Proven expertise in managing concurrent creative design projects, including concept creation, graphic design, UI design, branding, logo design, print and packaging design, and visual conceptualization. Adept at leveraging skills within the creative industry to elevate brand awareness. Seeking opportunities to contribute dynamic and innovative design solutions in a collaborative and growth-oriented environment.

EDUCATION

Diploma in Ui/Ux and Graphic Design

Croma Campus (Dec 2020 - May 2021)

Masters in Business Administration

Graphic Era University (2011)

Bachelors in Business Administration

SGRR ITS (2009)

EXPERTISE/ SKILLS

Visual Design

Typography

Print and Packaging Design

Ui/ Ux Design

Illustrations

PPT Design

Advertising and Branding

Mockups

Iconography and Illustration

Feedback Handling

WORK EXPERIENCE

September 2023
Digiaansh E-commerce Solutions, Dehradun
Senior Graphic Designer and Ui designer

- Led the initiation, design, and implementation of packaging and logo designs for the launch of Caterfly's (Collaboration with Digiaansh) products in the US market.
- Conceptualized and executed diverse design projects, such as brochures, social media posts, landing pages, and labels, to enhance visual communication and brand representation.
- Developed visually impactful packaging designs that effectively communicated the product's value proposition and resonated with the target audience.
- Collaborated with marketing teams, encompassing developers, to craft designs centered around user experience for both client projects (e.g., Scrapp.com) and our own website (digiaansh.com).
- Built their brand guideline with scratch and implementing it to their social media page(<https://www.instagram.com/digiaansh/>).

April 2022- August 2023
BAMKO, India

Junior Graphic Designer

- Establish and manage Company's branding (Deck) to assist company in brand development.
- Spearhead visual identity including brand positioning and promotions for different international clients.
- Develop creative advertising content for various media, including catalogs, business cards, notecards, flyers, banners, decks, t-shirt design, promotional items designs, logo designs, print and packaging while ensuring maximum brand awareness of target audience/market.
- Conceptualize logo designs, website landing pages, login pages, web banners, flyers to promote product brands.
- Creating Original Designs and mockups as per the Clients Brand Guidelines and requirements.
- Worked with various top notch clients i.e., Nestle, Taco Cabana, In-n-out, Lexus, Amazon, Lego etc.
- Created Illustrations for big clients like Amazon

Prototyping

UX Research

TECHNICAL

Photoshop

Illustrator

Figma

Adobe Xd

Powepoint

Canva

December 2020 - March 2022
Xapotech Systems Pvt. Ltd., Noida

Junior Graphic Designer

- Mended art key designs elements across a variety of form factors and media (print, web and social media) while maintaining overall consistency with established guidelines and design best practices
- Designing inner pages of the websites with illustrations
- Designing mailers and logos
- Helped in designing inner pages and hero banners of the websites on Figma
- Maintaining constant communication with project managers/ sales rep from concept to completion of projects.

December 2019 - Nov 2020
PAFS Financial Services, Dehradun

Office Assistance

- Assisted company in building up there logo.
- Maintained their social media page
- Edited images

Freelancing

- Worked as a Freelancer designer for "The Talk Room".
- Designed their flyers, Pamphlets.
- Recently worked for a Delhi based Startup "The Chakhna Company" designed their Logos and Packaging.
- Did a freelancing Logo Design for an ecommerce company Mind Meld Consultants