

# Shrishti Kashyap

## Creative Designer

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### PROFILE

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**Creative Motion Graphic & Product Designer** with 2+ years of experience. Skilled in animation, illustration, and artistic design with a playful, cartoon-inspired style. Experienced in freelance projects, merch design, and visual storytelling. Collaborative and up-to-date with design trends.

### PROFESSIONAL EXPERIENCE

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04/2025 – 10/2025	<b>Graphic Designer</b> <i>PrimaVerse</i> 	India
	<ul style="list-style-type: none"><li>• Designed compelling creatives for social media campaigns across various platforms.</li><li>• Developed brand identities, including logos, color palettes, and visual guidelines for clients and their products.</li><li>• Created product packaging designs aligned with branding and marketing strategies.</li><li>• Produced custom illustrations to support brand storytelling and visual impact.</li></ul>	
11/2024 – present	<b>Freelance Visual Designer</b> <i>Gabblin Motion Pictures</i> 	Remote
	<ul style="list-style-type: none"><li>• Designed quirky and eye-catching t-shirt graphics that reflect the brand's bold and playful identity.</li><li>• Created custom illustrations for apparel and merchandise with a focus on fun, funky aesthetics.</li><li>• Contributed to concept development for seasonal collections, ensuring designs aligned with current trends and brand tone.</li></ul>	
01/2024 – present	<b>Graphic Designer</b> <i>Freelance</i>	Remote
	<ul style="list-style-type: none"><li>• Produced visually appealing graphic designs, including logos, marketing materials, and social media content for various clients.</li><li>• Integrated cartoon elements into designs to create unique, engaging visuals that resonate with target audiences.</li><li>• Collaborated with clients to ensure their vision was met while maintaining brand consistency.</li><li>• Utilized Adobe Photoshop, Illustrator, and Procreate to create high-quality digital art and graphics.</li></ul>	

05/2023 – 11/2023

## UI/UX Designer

Remote

*Creade*

- Led the complete website design process, from wireframes to final UI.
- Collaborated directly with founders to define user flows and product goals.
- Delivered responsive, user-focused designs with clean, modern interfaces.

## SKILLS

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**Figma**

**Procreate**

**Canva**

**Adobe Creative Suite**

Ps, Ai, Ae, Pr

## EDUCATION

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2024 – 2025

**Animation**

Pune, India

*Frameboxx 2.0*

2020 – 2022

**MBA**

Indore, India

*DAVV, IIPS*

## CERTIFICATES

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- Foundations of UX Design [↗](#)
- UX Design Process [↗](#)