



KHUSHI BODARA

VISUAL COMMUNICATION DESIGNER



ABOUT

I am Khushi Bodara, a visual communication designer with a sharp, witty perspective and a passion for blending creativity with strategy. My expertise spans branding, packaging, interactive web design, and social media strategy, while I also explore the fusion of design and marketing.

CONTACT

- SURAT, GUJARAT
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- khushibodara.design

EMAIL

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SKILLS

TECHNICAL SKILLS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Adobe express)
- Figma
- Canva & Procreate
- Wix studio and Shopify
- AI Tools for Design & Content Generation (Midjourney, DALL-E, ChatGPT)

INTERPERSONAL SKILLS

- Strong Communication & Presentation
- Creative Problem-Solving
- Strategic Thinking
- Adaptability & Continuous Learning
- Collaboration & Teamwork
- Attention to Detail
- Time Management & Organization

CREATIVE SKILLS

- Branding & Visual Identity Design
- Packaging & Print Design
- UI/UX & Interactive Web Design
- Social Media Strategy & Content Creation
- Motion Graphics & Animation
- Illustration & Mixed Media Art
- Design Thinking & Concept Development

WORK EXPERIENCE

GRAPHIC DESIGNER AND VISUALISER (march'24 to present) at The Wabi Sabi Studio, Surat.

As a Visual Designer working across a production house, marketing agency and studio space, I strategize and execute design ideas for a range of brands. My role involves developing visual concepts, crafting brand identities, and creating compelling design assets that communicate each brand's message effectively across various platforms.

CREATIVE STRATEGIST AND VISUAL DESIGNER (july'24 to march'24) at Ark Diamond and Noveemi Jewels, Surat.

At Ark Diamond, a lab-grown diamond manufacturer, I worked as a Creative Strategist, developing branding, marketing strategies, and visual assets to promote sustainable luxury. At Noveemi Jewels, a lab-grown jewelry brand, I served as a Visual Designer, creating designs for websites, social media, and print that aligned with the brand's ethical elegance and customization focus.

FREELANCING (february'24 to may'24) Self employed in Ahmedabad.

Freelanced in crafting marketing and design collaterals for brands owned by friends and family, including branding, social media graphics, and print materials. Collaborated closely with people in the design industry to create and align designs with client requirements ensuring consistency and timely delivery.

VISUAL DESIGN INTERN (june'23 to september'23) at Meraki Design Studio, Mumbai.

As a visual design intern, I worked on diverse projects across branding, print, illustrations and digital media for a variety of clients. I contributed creative input, enhanced software proficiency, prepared production files, and conducted market research. Collaborating with different teams, I was able to adapt and incorporate feedback while managing multiple deadlines effectively.

LANGUAGES

English, Hindi, Gujarati

EDUCATIONAL HISTORY

2020 - 2024

United World Institute of Design (UID), Ahmedabad, Gujarat.
Bachelor of design, Visual Communication Design.

2018 - 2020

HSC - Junior College
Bhavan's College, Mumbai

2008 - 2018

ICSE - Ryan International school, Goregaon, Mumbai.