

K R I S H A
C H I T A L I A
MUMBAI, INDIA



Visual designer interested in communicating through typography, photography, and print. My work is informed by an ongoing curiosity about socio-culture and everyday environments. My areas of focus include print design, visual identity, packaging design, photography and campaign design.

REACH

OUT

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EXPERIENCE

Freelance Graphic Designer
Self-employed
MARCH 2024 - PRESENT

- Manage **end-to-end design projects** for clients **across various sectors**, from concept development to final execution.
- Work across **various design disciplines** like logo design, brand positioning, print design, packaging design and digital assets.
- Collaborate directly with clients to **develop visual solutions** aligned with their needs and positioning.

WORK

Parizad D, Mumbai
Director's Assistant
JANUARY 2025 - FEBRUARY 2026

- **Assisted across** 10+ commercial ad-films, fashion shoots, and indie music **projects for Sony Music India, Parekh & Singh, The Ikat Story**, and *Orange Health Labs* (to name a few).
- Developed client decks, conducted location recces, end-to-end coordinated with vendors, and **supported pre-production research**.
- Worked across **post-production, including image retouching** and colour grading using Adobe Lightroom.
- Contributed to the **design assets of projects** including for the musician *Komorebi's No Deal* world tour posters.

MULTI-DISCIPLINARY

Praxis Studio, Mumbai
Visual Communication Design Intern
NOVEMBER 2023 - FEBRUARY 2024

- **Undertook a packaging design project** for a food brand right from research, ideation, iconography through final designing, with able guidance from the studio mentor.
- Set-up, **photographed and retouched the product shots**, building experience across packaging design and product photography.

Duet Design Studio, New Delhi
Visual Communication Design Intern
JUNE 2022 - AUGUST 2022

- Contributed to print and packaging **design projects for clients** including **Obetee** and **Troovy** respectively, along with exposure to user experience design across studio projects.
- Worked with the production design team on **commercial ad-film shoots** for clients including **Samsung, Spinny**, and *Phy*, **contributing to art direction**, and pre-production across multi-day shoots.

EDUCATION	Unitedworld Institute of Design, Ahmedabad Bachelor of Design (B.Des), Visual Communication 2019 - 2023 • Winning selection for branding the annual departmental fest: Modus; developed its visual identity including logo, promotional assets, and a custom typeface created specifically for the festival. • Led a team of students for a display called The Mundane, exploring typography around us often overlooked , with a focus on truck art. • Contributed to the core branding for the student typography exhibition: Tipline; developing promotional design assets including posters for the exhibition. • Core team member of Kathakosh, the institute's film club; contributing to film screenings, discussions, and club activities. • Volunteered as a junior photographer for Ahmedabad Design Week; documenting workshops and installations across the festival.
	Jai Hind College, Mumbai Higher Secondary Education, Arts 2017 - 2019
	Walsingham House School, Mumbai Indian Certificate of Secondary Education 2005 - 2017
SKILLS & AREAS OF EXPERTISE	Visual Designer LOGO DESIGN • VISUAL IDENTITY • PACKAGING DESIGN • PRINT DESIGN • TYPOGRAPHY
	Visual Documenter PHOTOGRAPHY • RETOUCHING • COLOUR GRADING
	Softwares ADOBE ILLUSTRATOR • PHOTOSHOP • INDESIGN • LIGHTROOM • FIGMA • DA VINCI RESOLVE
	Interests HIKING • FILM APPRECIATION • SLOW TRAVEL • CHESS • TOUCHING GRASS