

Aditya Sonkar

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I'm a graphic designer interested in how visual language can communicate cultural and philosophical ideas. I've spent the last three years working across branding, editorial, and digital design in India before coming to the UK for my MA. My recent work includes a 100-page experimental book on Hindu philosophy- a research project that combines typography, illustration, and layout to translate ancient concepts into contemporary visual form.

Skills

Concept & Research: Design research, narrative development, concept building, cultural storytelling

Design & Creative: Branding, editorial and book design, visual identity, digital and print

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Figma, Wix Studio

Other: Critical thinking, collaboration, managing deadlines, keeping visual work consistent

Education

MA in Graphic Design (Communication & Editorial Practice) 2024-2025
University for the Creative Arts, Farnham, UK

B.Tech in Computer Science & Technology 2015-2019
BBDNIIT, AKTU University, Lucknow, India

Work Experience

Lead Graphic Designer | Branding & Design Agencies, India 2021-2024

- Led branding projects from concept through to final delivery across print and digital.
- Worked with junior designers to keep quality and consistency across team output.
- Built marketing campaigns and brand materials for clients in retail, hospitality, and lifestyle sectors.
- Managed multiple projects at once, working to tight deadlines.
- Researched visual trends and cultural references to inform design decisions.

Team Member | Nando's, London, UK 2024-Present

- Working in a fast-paced restaurant environment, building time management and teamwork skills.

Exhibitions & Presentations

Hinduism: A Visual Reinterpretation | Major Project Presentation, 2025
Visual Language Workshop: Co-led a collaborative workshop merging **illustration and editorial design**, 2024

Portfolio Highlights

- 100-page research-based book exploring Hindu philosophy through experimental typography and visual narrative.
- Brand identity systems for startups and small businesses across different sectors.
- Editorial layouts for cultural and lifestyle content.
- Collaborative projects with illustrators and researchers exploring the intersection of design and meaning.