

Aditya Sonkar | Visual Designer

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Concept-driven designer working at the intersection of **visual storytelling, cultural research, and editorial design**. With over **3 years of experience** across branding, digital, and print communication, I create **visual systems that express meaning, structure, and identity**. My work explores **philosophical and cultural ideas** through symbolic and narrative form — most recently in a **100-page conceptual book on Hindu philosophy**, combining typography, illustration, and spatial layout to bridge **ancient insight with contemporary design**.

Skills

Concept & Research: Design Research, Narrative Systems, Concept Development, Cultural Storytelling

Design & Creative: Branding, Editorial & Book Design, Visual Identity, Digital & Print Design

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

Soft Skills: Critical Thinking, Collaboration, Time Management, Visual Consistency, Attention to Detail

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 — Various Studios, India

2021 - 2024

- Directed full-scale branding and visual identity projects, improving visibility and engagement across multiple digital and print platforms.
- Mentored junior designers and coordinated creative teams to maintain consistent design standards.
- Developed integrated marketing campaigns for multiple clients, driving measurable audience growth.
- Produced marketing creatives and brand assets, achieving up to 125% increase in online engagement.
- Managed 20+ concurrent projects while delivering all on time and within scope.
- Conducted visual research to deliver targeted solutions in brand identity, packaging, and campaigns.

Additional Experience (Non-design role)

Team Member — Nando's, London, UK

2024 - Present

- Gained hands-on experience in a fast-paced UK work environment, strengthening teamwork, time management and communication skills.
- Developed a strong sense of discipline and collaboration, contributing to a smooth team experience.

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

- Completed **40+ multidisciplinary projects** across branding, editorial, and digital communication.
- Developed **cross-media storytelling systems** integrating print, digital, and interaction design.
- Collaborated with **illustrators and cultural researchers** to merge visual form with philosophical meaning.