



Aditya Sonkar

GRAPHIC DESIGNER

As a graphic designer, I am entirely self-taught, but I possess an unrestricted imagination and an unwavering creative spirit. 5+ years of adobe suite experience and 3+ years of industrial experience. I have worked with 50+ brands (focus areas includes logo design, branding, UI & UX design, social media, marketing materials, packaging, print design, illustrations & motion graphics. Embarking on this design journey has not only brought comfort and confidence but also allowed me to convey stories visually and connect with the right audience for each design. Simply put, I love what I do.

Education

Bachelors in Computer Science

2015-2019

BBD NIIT, Abdul Kalam Technical University, Lucknow

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Chandigarh, India

LinkedIn | Instagram | Behance

Portfolio

www.adityasonkar.com

Experience

Visual Designer - Freelance →

Jan 2020 - Currently working | Global

I've completed 20+ branding projects individually as freelance designer, transforming ideas into reality for global clients. My work includes crafting unique logos, developing comprehensive visual identities, creating detailed brand guidelines, designing user-friendly UI/UX interfaces, and designing attractive packaging solutions. I also develop effective brand strategies and communication skills. These projects have enriched my portfolio and provided valuable experience across various industries, enhancing my skills and confidence while ensuring client satisfaction.

Team Lead Graphic Designer - iScholar →

April 2023 - Dec 2023 | Bangalore

I led the rebranding of iScholar (formerly i30 Learning Centre). My work included logo design, visual identity, brand strategy, brand communication, branding, UI & UX design, digital design, and print design. My thought was to create a vibrant visual identity that appealed to students with fun and creativity while building trust and credibility with parents. I was also key in developing the distinct branding for i30 sub Brands (**i30 Virtual School, Hero English & Bhannat Maths**), showcasing a seamless blend of creativity and professionalism.

Graphic Designer - Moshi Moshi →

Mar 2022 - April 2023 | Bangalore

I managed 5-8 different brands each month, creating eye-catching and interactive social media creatives. With my problem-solving skills, fast learning, and adaptability, I easily able to deliver high-quality work. My process includes understanding client needs, generating ideas, and delivering designs on time. I showcased my creativity by working with over 30 brands, including Times of India, Godrej Jersey, and Colive. Working on different campaigns and event designs was exciting as the urgent need and tight deadlines. Despite the fast-paced nature, I found the work uplifting and satisfying.

Graphic Designer - Abranda Studio →

Aug 2021 - Mar 2022 | Faridabad

I've done a wide range of tasks like creating logos, setting visual guidelines, designing packaging, and making sure the user experience is smooth. Being the only designer in the team, I took on the challenge and grew a lot personally and professionally. understanding the client's needs and goals, then brainstorm ideas. I've created more than 10 unique brand identities, each customized for different global clients and industries.

Expertise

Visual Identity Logo Design, Visual Guidelines, Brand , Digital Presence

Print Design Packaging, Stationery, Ad Banners and Signage

Social Media Creatives, Campaigns, Advertising & Promotions

UI & UX Design Visual & Responsive Design, Wireframing, Prototyping

Softwares

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, XD, Premiere Pro, After Effects, Dimension), VN Editor, Figma, Midjourney

Interests

Investment & Trading, Cooking, Fitness Modeling, Travelling