



# AMOLIKA VAISH

GRAPHIC DESIGNER AND ILLUSTRATOR



## PERSONAL INFO

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Website  
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## DIGITAL TOOLS

Photoshop



Illustrator



InDesign



Premiere Pro



After Effects



Rhinoceros 3D



## SKILLS

### Visual Communication

- Brand Strategy and Identity
- Competitive Analysis
- Visualisation | Illustrations
- Storytelling | Storyboarding
- Layout Design | Typography

## PROFILE

I am a multidisciplinary designer based in Gurgaon, currently living in Bangalore. My work focuses on the fields of Brand Identity and Strategy creation, Illustration and Publication. My imagination is my creative outlet, hence Character Design is also one of my interests and I am often inventing fantastical characters and concepts.

## EXPERIENCE

### Graphic Design Intern

at **NH1 Design** | June-July 2022  
A Graphic Design Studio based in Gurgaon.

#### Responsibilities- Competitive research, Brand Identity, Packaging

Extensive research on brand competitors; logo explorations for brands; designing visual identity route for a brand; designing final artworks for printing stage (merchandise, packaging, stationary etc.); designing pages for real estate brochure.

### Graphic Design Intern

at **Junior Champs** | Sept-Oct 2020  
A start up focused on early learning and holistic child development.

#### Responsibilities- Social Strategy & Media Design

Designing a monthly social media calendar, including a variety of Instagram posts, reels, stories that cover all related topics; formulating to achieve maximum audience engagement; copy writing captions, regular posting and social media interaction.

### Social Media Design Intern

at **The W.Code** | May-June 2020  
A wedding planning service providing experiences creatively unique to each event.

#### Responsibilities- Social Media and Photo Editing

Creating sets of Instagram posts on per wedding basis, copy writing for captions; editing pictures in Adobe Lightroom, creating Instagram carousels from them with creative graphic elements that create a story.

## EXTRA CURRICULAR

### Clumsy

Sept 2019-present

A start-up with a friend focused on crafting various kinds of handmade notebooks that are currently 20-40% made with upcycled materials. We aspire to make our products 100% sustainable.

## EDUCATION

### 2019-2023

Bachelor of Design  
Industrial Arts and Design Practices at  
Srishti Institute, Bangalore

### 2017-2019

Stream- Humanities  
at Amity International School, Sec-43,  
Gurgaon