

ESHA LAPALIKAR

GRAPHIC DESIGNER

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9511743382

[PORTFOLIO LINK](#)

A dynamic and results-driven graphic designer with expertise in branding, user-centered design, and creative problem-solving. Proficient in Adobe Creative Suite and Figma, with a strong focus on aligning designs with business goals and audience needs. Dedicated to innovation, collaboration, and delivering high-quality, trend-driven designs while managing the deadlines.

EXPERIENCE

THE PLACET

Brand Design Intern

7 May 2024 - Present

Pune

- Successfully **managed and led** a design team to execute large-scale design projects, delivering **40+** high-quality print collaterals that enhanced brand identity and impact.
- Collaborated on **30+ F&B and retail brands**, delivering tailored design solutions.
- Contributed to brand identity creation and strategy development for **5+ renowned restaurants and cafés** across Pune and Ahmedabad.
- Designed **150+ social media collaterals** for various brands, enhancing online engagement and brand presence.

RAJKUNWAR PAWAR STUDIO

Graphic Design Intern

1 Jan 2024 - 10 Mar 2024

Pune

- Created **10+ custom illustrations** for retail brands and in-house branding, enhancing visual storytelling and brand identity.
- Contributed to brand identity and strategy development for multiple retail brands, ensuring cohesive and impactful brand positioning.
- Designed **10+ brand collaterals**, strengthening brand presence and consistency across various touchpoints.

TRI GASES PVT. LTD.

Freelance Graphic Designer

28 Nov 2023 - 5 Dec 2023

Remote

- Created a corporate pitch deck for the **largest acetylene gas manufacturer**, effectively showcasing the brand's strengths and offerings.

VIBINI ORGANICS

Part-time Illustrator and Animator

1 Apr 2023 - 31 Aug 2023

Pune

- Developed **10+ animated reels** featuring illustrated berry characters, boosting brand engagement through creative storytelling.
- Spearheaded the end-to-end design for a **city-wide fruit cart**, including functional label design to enhance usability and brand visibility.
- Designed a **van wrap**, effectively capturing attention and reinforcing brand presence.

ENAVYA FASHION

Freelance Graphic Designer

17 Nov 2022 - 20 Dec 2022

Remote

- Designed **20+ social media posts, stories, YouTube banners**, and **logos**, ensuring cohesive and engaging brand visuals across platforms.

SOFTWARE SKILLS

- Adobe Creative Suite
- Figma
- Procreate
- Krita

SOFT SKILLS

- Interactive
- Collaborative
- Deadline Driven
- Organised

EDUCATION

Unitedworld Institute of Design (UID), Gandhinagar
2021-2025

B.Des (Bachelor of Design)
Visual Communication

D.A.V Public School, Pune
2008-2021

Higher Secondary Education
12th Grade: 89.4%

Secondary Education
10th Grade: 90.6%