

MANASI MADHUSOODNAN

VISUAL AND EXPERIENCE DESIGNER

CONTACT

✉ manasi.khorba@gmail.com

🌐 www.designspinch.com

📍 Ahmedabad, India

SOFTWARE SKILLS

- Figma
- Adobe Illustrator
- Photoshop
- Adobe XD
- Adobe Indesign
- Adobe Animate
- Procreate
- Canva
- Wix

CORE COMPETENCIES

- Research & Documentation
- Illustration & Print Design
- Brand Development & Visual Identity
- Typography & Layout Design
- Project & Time Management
- Client Collaboration & Communication
- User Centric Design and Design Systems

EDUCATION

- M.DES IN TEXTILE DESIGN

National Institute of Design
(AHMEDABAD)

- B.DES IN FASHION DESIGN

National Institute of Fashion Technology
(KANNUR)

WORK EXPERIENCE

Senior Graphic Designer

MEDITAB SOFTWARE PVT LTD

2024-Present

- Understood user behavior, target audience, and UX principles to create innovative, cohesive, and high-impact artworks (Web Design, brand identities, print collateral, outdoor advertising, digital assets, and interactive media)
- Collaborated cross-functionally to ensure effective design translation with international stakeholders & marketing teams.
- Proficiently crafted logos, marketing collateral, and data-driven visual storytelling to build impactful branding and advertising solutions aligned with business objectives.
- Building creative strategy for e-commerce launch, improving UX, accessibility & conversion rates.

Senior Graphic Designer

NALLI SILKS PVT LTD

2022-2023

- Led a team of 4-5 designers, overseeing branding, digital campaigns and marketing collateral.
- Conceptualized & executed brand identity for premium private collections, including logos, packaging, print & digital ads.
- Designed multi-platform campaigns for social media, print, e-commerce, and retail promotions.
- Spearheaded UI/UX design for website elements, including landing pages, banners, and collection pages.
- Conducted market research & competitor analysis to refine creative strategy and enhance engagement.
- Collaborated cross-functionally with photographers, marketers, and developers to deliver high-quality visual content.
- Guided projects for motion graphics & video content for digital marketing campaigns.
- Manage multiple design projects simultaneously, delivering creative solutions under tight deadlines without compromising quality.

LANGUAGES

English	◆◆◆◆◆
Hindi	◆◆◆◆◆
Malayalam	◆◆◆◆◆
Tamil	◆◆◆◆◆

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WORK EXPERIENCE

Design Apprentice

KARA WEAVES

2021-2022

- Conducted thorough brand research to understand brand positioning and on-field research with the handloom society for material studies and potential growth analysis.
- Carried forward successful market research and competitor analysis.
- Research and documentation of brand for SWOT analysis and design solution without disrupting the current model and design language.
- Product packaging & marketing collateral design and creative direction for new collection launches.
- On-field work with the women teaching them new techniques material sourcing, textile research, and visual storytelling.
- Understanding the market positioning and up-cycle of handloom fabrics to body inclusive Resort Women's Wear with only bio-degradable trims resonating to the brand image.

Design Apprentice

TILONIA BAREFOOT INTERNATIONAL

2019

- Collaborated with artisans to develop culturally inspired surface designs & embroidery techniques.
- Led on-site design workshops to upskill local women artisans in Rajasthan.
- Conducted market & trend analysis for traditional craft sustainability.
- Inter - Departmental collaboration for team work and product technique exploration.
- Developed surface design techniques and product design and imparted the knowledge to the women artisans through workshops.
- Product shoot and editing for the final output.
- Inter - Departmental collaboration for team work and product technique exploration.

Design Internship

RIYA KODALI DESIGN HOUSE

2017

- Fashion Design and Stylised Illustrations.
- Surface Design and Ornamentations.
- Material Study and Harmony of elements.
- Client interaction and presentation.
- Fabric Understanding and Sourcing.

Design Internship

HYVE SPORTS

2016

- Conducted market & trend analysis for performance sportswear.
- Apparel Design for Men's and Women's Sports Wear.
- Developed technical apparel designs with digital spec sheets.
- Market Study and Trend Analysis.