

SIDDHI MUSALE

GRAPHIC DESIGNER

www.siddhimusaledesigns.com

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I'm a Communication Designer specializing in Brand Development & Print Media. A good listener, passionate learner, with an eye for details, who loves creating engaging, innovative brand communications. I want my work to have a sense of comfort, compassion, joy & freshness, and a thought-through design, keeping it clean & simple.

EDUCATION

Symbiosis International University

June 2013 - April 2017

Bachelor of Design (Communication Design)

PROFICIENCY

Adobe Creative Suite

Wix | Figma

Microsoft Office

DESIGN STUDY

Brand Design, Brand Strategy, Naming Information Systems, Digital Design, Packaging, Publication, Website Design, Museum, Exhibition & Space Design.

AWARDS

Academic Excellence 2017

Symbiosis International University

Kroorius Creative Awards 2018

IINNOHVATION Ad Campaign, Mumbai

WORK EXPERIENCE

Sr. Graphic Designer | Trendtrade International, Melbourne

June 2023

- As part of a brand house, I work on many projects including packaging, print & digital media for toys, stationery, arts and crafts and pets & luggage.
- Conceptualizing new launch ideas for Australia and New Zealand's biggest retailers such as BIG W, Myer's & The Reject Shop.
- Mentored & managed a small team of designers internationally to plan and guide their workflow & manage deadlines.

Freelance Designer | Christie Davis Design, Melbourne

Feb 2023 - May 2023

- Working across various projects including FMCG Packaging, Digital, Social and Brand Design and delivered successfully adhering to the timelines.

Sr. Graphic Designer | Beyonddesign, India

Feb 2021 - Jan 2023

- Worked across various range of projects from hospitality, retainers & FMCG to develop brand design, visual languages, websites & packaging with up to 200+ array of products

Graphic Designer | Lokusdesign, India

March 2019 - July 2020

- Researched, designed & built solutions for consumer products clients, brands, packaging & spatial graphics for large-scale museums including clients such as Effingut Breweries, Mahindra Group & Brillio Technologies.
- Planned & visualized storyboard concepts & explored materials along with packaging structures as per client's requirements.

Jr. Graphic Designer | Studiomars, India

Nov 2017 - Jan 2019

- Developed brand design in various fields including medical, film production houses & NGO's and managed clients such as Bridgestone & Asian Paints.
- Was a part of a team to conceptualize spatial designs for across-the-globe exhibitions for Mitsubishi, Bajaj & Lenovo.

Jr. Graphic Designer | Velocita Brand Consultants, India

Dec 2016 - Oct 2017

- Worked on various in-house publications for Amazon, Abbott Lab., etc. Handled tight deadlines & learnt to work under pressure.