





Mitali Manjrekar

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I am a passionate graphic designer and digital artist with over 10 years of experience in crafting impactful visual identities. My expertise lies in brand storytelling, creating designs that bridge creativity with purpose. Originally from Mumbai, I honed my skills in digital art before expanding into branding, visual communication, and innovative design. Currently pursuing a Master's in Communication Design in Berlin. I thrive at the intersection of artistry and storytelling, bringing fresh perspectives to each project I undertake.



WORK EXPERIENCE

01.09.2019 – 30.10.2023 | COMMUNICATION DESIGNER | XYXX CREW PTV LTD (Mumbai, India)

- Established and maintained package design guidelines, ensuring consistency and scalability for future projects. Improved user experience by creating a visually appealing and conversion-optimized website, streamlining navigation, and aligning the design with the company's brand identity while demonstrating creativity and insight into user behavior.
- Designed high-performing marketing materials such as display ads, social media creatives, and email campaigns, driving significant audience engagement and conversions by leveraging current trends and collaborative efforts.
- Directed and contributed to photoshoots, developed mood boards, and optimized visual content for campaigns, showcasing creative communication and project management skills.
- Created visual concepts for general trade, websites, marketplaces, and retention initiatives to enhance brand presence and align with product marketing strategies.
- Implemented innovative packaging designs that increased shelf visibility by 25%, leading to improved customer engagement and reinforcing accountability in delivering impactful designs.

31.08.2018 – 01.10.2019 | SR. GRAPHIC DESIGNER | CONCEPT PR (Mumbai, India)

- Managed 6 clients, delivering high-quality graphics, animated videos, social media assets, and website concepts on a daily basis while demonstrating problem-solving and cross-functional collaboration skills.
- Designed initial logo sketches for campaigns and major events like Auto Expo, ensuring impactful branding that aligned with market trends and creative communication goals.
- Contributed to the development of pitch materials, resulting in the acquisition of two new businesses, reflecting accountability and insight into market needs.
- Created wireframes and mockups for digital content, streamlining creative workflows and fostering teamwork.

14.12.2014 – 30.04.2018 | COMMERCIAL GRAPHIC DESIGNER | SYNAPSE PR (Mumbai, India)

- Delivered premium graphic designs, animated videos, and social media campaigns for over 10 clients, ensuring tailored solutions that aligned with each brand's identity and goals while fostering collaboration and teamwork.
- Enhanced e-commerce marketing efforts by optimizing Amazon A+ content and implementing platform-specific design improvements, resulting in increased customer engagement and conversions.

- Demonstrated problem-solving abilities and accountability by addressing client needs effectively and managing multiple projects simultaneously.

01.12.2013 – 10.12.2014 | BRAND DESIGNER | CREATIVE QUOTIENT (Mumbai, India)

- Designed emailers, brochures, templates, and microsites for multiple clients daily while maintaining creative communication and cross-functional teamwork.
- Developed brand identities by creating logos, typography, and other design assets, showcasing creativity and insight into branding trends.
- Collaborated with printers to finalize and produce high-quality print materials, ensuring all technical specifications were met and emphasizing problem-solving and accountability
- Worked on coffee table book layouts and environmental designs for salons, bakeries, and IT firms, aligning with collaborative project management principles.

09.10.2012 – 01.12.2013 | GAME DESIGNER | THE BIG LEAP STUDIO (Mumbai, India)

- I have created more than 15 Android games. I was responsible for designing characters, storyboards, game icons, typography, etc.
- I have worked on software like Adobe Photoshop, Illustrator Flash, and Daz 3d.

1.03. 2024- Present | WAREHOUSE OPERATOR | UPS

- Employed part-time as a warehouse worker while actively pursuing opportunities in graphic design.



EDUCATION AND TRAINING

MA COMMUNICATION DESIGN

University of Europe
for applied Sciences
02/10/2023 – Current
Berlin, Germany

BUSINESS VALUE THROUGH USER EXPERIENCE (UX) DESIGN

Futurearn
2023

THE SECRET POWER OF BRANDS UEA

University of East
Angela
2023

BACHELOR IN COMMERCE

Bharatiya Vidya
Bhavans
03.2007 – 06.2012
Mumbai, India



SKILLS

- Branding
- Heurist evaluation
- Style guide
- Web design
- Style tiles
- Mobile design
- Hi-fi mockups
- Responsive design
- Prototyping



SOFTWARE

- Photoshop (Expert)
- Illustrator
- In Design
- AfterEffects,
- Adobe XD
- Team Work & Team Player
- Procreate on iPad brand
- Design Figma
- UI & UX



INTEREST

- Painting
- Festival DIY decoration for cultural program in berlin
- Dance
- Photography
- Traveling
- Music