



I'm Garima

Brand, Visual & Graphic Designer | Illustrator | Creative Strategist

As a multidisciplinary brand designer, I have a strong inclination towards visual storytelling – whether it's shaping brand identities curating creative strategy, market research, illustrations, typography, wedding design, and digital content.

Recently, I've worked across diverse projects including designing user-facing digital pages, editorial illustrations, rebranding F&B spaces, and creating personalized wedding collaterals and gifting experiences. I bring together thoughtful design, strategic insight, and just the right touch of magic to every project I take on.

SOFT SKILLS

Adaptability

Leadership & Collaboration

Communication

DESIGN SKILLS

Brand Design & Development

Merchandising & Packaging

Illustrations

Problem Solving

Market Study & Analysis

Creative Strategy

Design Thinking

Visual Design

UserZoom Testing

UX Audit

Research & Analysis

SOFTWARE SKILLS

Adobe Creative Suite :
Illustrator, Photoshop,
InDesign, After Effects

Figma

Miro

EXPERIENCE

- February 2022 – **Present**
Senior Visual Designer, Foolproof (A Zensar Company)
 - Leading the design squad for Sky UK's product lines – Sky Stream and Sky Glass. Efforts are focused towards enhancing the digital purchasing experience and driving high-impact results.
 - Analysing user testing data and gathering insights from research to craft creative strategies and solutions.
- May 2021– August 2021
Part-time Assistant Brand Designer at Pixel Design; (Remote)
- May 2021– July 2021
Part-time Brand Designer for The Desi Brunch Co.; (Remote)
- August 2019 – September 2020
Visual Designer at Tata Consultancy Services (TCS); Pune, India
- May 2018 – June 2018
Graphic Design Intern at Studio Fifi

EDUCATION

- 2025
Diploma Certificate, Intellectual Property Rights
Symbiosis Centre for Distance Learning, Pune
 - Authored a research paper on Trademark Dilution and Brand Protection in India with a focus on the Amul vs. Amul Macho case.
 - Studied core aspects of Intellectual Property Rights laws in India, including trademarks, copyrights, patents, and designs.
- 2020 – 2021
Master of Arts, Design Management
University of the Arts London, United Kingdom
 - Researched and authored a paper on how heritage brand MDH can leverage nostalgia to connect with Gen Z, as well as exploring the power of nostalgia as a marketing tool in India's FMCG sector.
 - Studied strategic design thinking, brand and innovation management, creative leadership, business sustainability, and consumer behaviour.
- 2015 – 2019
Bachelor of Design, Fashion Communication
Symbiosis Institute of Design, Pune

Get in touch!

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Experience Details

Full - time Experience

- **February 2022 - Present**

- Visual Designer at Foolproof (A Zensar Company)**

- Currently leading the design squad for Sky UK's product lines - Sky Stream and Sky Glass. Efforts are focused towards enhancing the digital purchasing experience and driving high-impact results.
 - Analysing user testing data and gathering insights from research to craft creative strategies and solutions.
 - Part of a global team of product designers and researchers to craft top-tier experience design solutions for businesses across diverse sectors such as e-commerce, finance, and technology.
 - Building the culture for India Studio by organising and participating in extra curricular activities and calls for a better team rapport.
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- **August 2019 - September 2020**

- Visual Designer at Tata Consultancy Services (TCS)**

In my tenure of 13 months in this organisation, I contributed mainly to two projects as a Visual Designer. The work was primarily focused towards UI Design.

- Project 1 included working on the visual design and icon design for an Internal Disaster Management & Assessment application.
 - Project 2 comprised of working on icons for an Internal Systems Management application.
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Part - time Experience

- **May 2021- August 2021**

- Part -time Assistant Brand Designer at Poxel Design; (Remote)**

While at this role, I worked on developing brand identities, graphics and illustrations for a wellness care brand, medical service brand and coffee store. The task involved studying the existing brands in the market, creating creative solutions for the client's needs and developing brand strategies.

- **May 2021- July 2021**

- Part -time Brand Designer for The Desi Brunch Co.; (Remote)**

Being the primary brand designer, my role included rebranding the existing brand identity, working on brand illustrations and creating new packaging options. The task required me to do extensive competitor research of a real time market and understanding & implementing the client's needs and requirements on a tight schedule.

- **May 2018 - June 2018**

- Graphic Design Intern at Studio Fifi**

Being the primary brand designer, my role included rebranding the existing brand identity, working on brand illustrations and creating new packaging options. The task required me to do extensive competitor research of a real time market and understanding & implementing the client's needs and requirements on a tight schedule.