# KARISHMA KHANDKAR

**HEAD DESIGNER | BRAND, GRAPHIC & DIGITAL DESIGN**

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Portfolio: https://karishmaartistry.com/

## PROFESSIONAL PROFILE

Creative design leader with over 16 years of professional experience across brand identity, marketing communications, UI/UX and digital design, and visual storytelling. Currently serving as Head Designer at Atharv Lifestyle, leading creative direction and mentoring the design team across brand and marketing touchpoints. Combine strategic thinking, user-centred design principles and refined visual sensibility to deliver cohesive, impactful design solutions.

## PROFESSIONAL EXPERIENCE

**HEAD DESIGNER | Atharv Lifestyle, Mumbai**

Jan 2024 – Present

Lead and mentor the design team, assign priorities, review creative output and maintain brand consistency. Direct design concepts and execution across identity systems, campaign creatives, digital communications, social content and promotional collateral. Partner with marketing and cross-functional stakeholders to turn briefs into premium, audience-focused work while managing deadlines and quality.

**SR. GRAPHIC DESIGNER | SGL Labs Pvt. Ltd., Mumbai**

2020 – 2023

Supervised the graphic design team and developed visual directions from client and marketing briefs. Researched design trends and effective visual strategies, guided creative reviews and ensured deliverables supported brand identity and marketing objectives.

**FACULTY – DESIGN | ARK Info Solutions / Mindbox, Mumbai**

2015 – 2019

Worked with Mount Litera School International, BKC, developing curriculum-related creative projects. Introduced design-thinking activities that encouraged students to explore ideas, solve problems and develop visual and logical skills.

**WEB & GRAPHIC DESIGNER | Town Group, Mumbai**

2012 – 2014

Designed web-page layouts in collaboration with the design team. Contributed to website presentation, page structure, graphics and ongoing visual consistency across the digital experience.

**DIGITAL & FABRIC DESIGNER | Lloyds India Apparels, Mumbai**

2000 – 2008

Created original fabric and textile-print designs, translating initial concepts into intricate motifs, repeat patterns and production-ready artwork. Worked across design development and final print preparation.

## CORE EXPERTISE

- Creative direction
- Team leadership & mentoring
- Brand identity & storytelling
- Campaign and marketing design
- UI/UX design & user-centred experiences
- Digital & social design
- Visual quality & consistency

## DESIGN TOOLS

• Photoshop • Illustrator• InDesign

• After Effects • Premiere Pro

• CorelDRAW

• Figma • Adobe XD

• WordPress • HTML/CSS

• MS Word • PowerPoint

## EDUCATION EXPERTISE

- MBA in Digital Marketing — Pursuing (since July 2025)
- Google UI/UX Design Certification — Coursera
- Diploma in Fashion Design — SVT College of Home Science
- Diploma in Graphic & Print Design and Digital Film Making —MAAC
- T.Y.B.Com – Mumbai University