KARISHMA KHANDKAR

HEAD DESIGNER | GRAPHIC & DIGITAL DESIGN

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Portfolio: karishmaartistry.com

PROFESSIONAL PROFILE

Creative design leader with extensive experience in brand identity, marketing communications, digital design and visual storytelling. Currently serving as Head Designer at Atharv Lifestyle, leading the design team, directing creative concepts and ensuring consistently high standards across campaigns and brand touch-points. Brings together strategic thinking, refined visual sensibility and hands-on expertise to deliver compelling, purposeful design solutions.

PROFESSIONAL EXPERIENCE

HEAD DESIGNER | Atharv Lifestyle, Mumbai

January 2024 – Present

- Lead and guide the design team, allocating work, reviewing creative output and maintaining quality and visual consistency.
- Oversee concepts and execution for branding, marketing campaigns, digital communications, social media and promotional collateral.
- Collaborate with marketing and cross-functional stakeholders to translate briefs into clear, premium and brand-aligned design solutions.
- Mentor designers, provide creative feedback and manage design priorities and delivery timelines.

SENIOR GRAPHIC DESIGNER | SGL Labs Pvt. Ltd., Mumbai

2022 – 2023

- Supervised the graphic design team and developed visual concepts from client briefs and marketing inputs.
- Researched design trends and ensured creative work aligned with client brand identity and marketing strategy.

EARLIER EXPERIENCE

TECHNICAL EXECUTIVE | Tritech Multisoft LLP (Aptech franchisee), Mumbai

2020 – 2022

- Trained students in creative software and mentored design projects, strengthening technical skills and design thinking.

WEB & LAYOUT DESIGNER | Townparle.in, Mumbai

2019 – 2020

- Designed website layouts and worked with the team to maintain the website’s overall visual presentation.

DESIGN FACULTY | ARK Info Solutions Pvt. Ltd. / Mindbox, Mumbai

2015 – 2019

- Developed curriculum-related creative content and taught design thinking at Mount Litera School International, BKC.

WEB & LAYOUT DESIGNER | Town Group, Mumbai

2012 – 2014

- Created website layouts collaboratively and managed website appearance and design updates.

DIGITAL & FABRIC DESIGNER | Lloyds India Apparels, Mumbai

2000 – 2008

- Developed original fabric and textile-print concepts from initial design exploration through production-ready artwork.

CORE EXPERTISE

Creative direction • Team leadership & mentoring • Brand identity • Campaign design • Digital & social media creatives • Layout & typography • Web design • Visual storytelling

DESIGN & TECHNICAL SKILLS

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe After Effects • Adobe Premiere Pro • Adobe XD • Figma • CorelDRAW • WordPress • HTML/CSS • Microsoft Word & PowerPoint

EDUCATION & QUALIFICATIONS

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 CGPD and DFM — MAAC

T.Y.B. Com — University of Mumbai

Diploma in Software Programming — NIIT