Aditti Padmanabhan

Visual Communication Designer
www.adittipadmanabhan.com

Work Experience

Jr. Graphic Designer

MKTG DEPT, New Delhi

Visual Designer specialising in branding & campaign design for luxury & lifestyle brands, including clients such as Pero, TWNY & more. Develop visual storytelling & graphics across campaigns, lookbooks, social media & advertising. Known for blending digital design with analogue techniques, including handmade animation, to create distinctive and craft-driven brand visuals.

August 2025 - Present

Graduation Project & Internship

Kwazi Design Studio, New Delhi

Developed a complete brand identity from inception for a Kolkata-based cafe and lifestyle brand. As well as Led content creation for the 'Type Around Town' campaign. Collaborated on identity concepts, branding collateral & social media for ongoing projects.

Jan 2025 - May 2025 (5 months)

Pre - graduation Project

EkType, Mumbai

Studied and documented Telugu handlettered typography from various print media. Explored layout applications and multilingual logo design principles.

Nov 2024 - Dec 2024 (6 weeks)

Visual Design Intern

Local Ferment Co, Bangalore

Conceptualized social media creatives. Designed product packaging for online sales. Illustrated an infographic for the manufacturing process, featuring their chefs as unique characters.

Jun 2023 - Sep 2023 (4 months)

Graphic Designer

AMP Market Dynamics

Created the brand identity and brand book (logo, typography, style guidelines). Designed marketing materials aligned with the brand identity (including visiting cards, merchandise and business stationary).

May 2022- 2023 (1 year)

Projects

Design team lead (Ed 5) & Editing lead (Ed 4)

DejinerLog - NID Publication

Managed a team of 10 designers to develop the visual identity for the magazine. Led the editing and layout design. Conceptualized an Interactive Augumented Reality Experience.

Feb 2023 - Present

Website Team

Chitrakatha Animation Festival, NID Andhra Pradesh

Responsible for designing layouts and assets for the website

Oct 2023 - Nov 2023 (2 months)

Contact

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Education

2021 - 2025

Bachlor's in Design
Communication Design
National Institute of Design,
Andhra Pradesh, India

2006 - 2021

Computer Science
National Public School,
Yeshwanthpur, Bangalore

Skills

Typography, Publication
Branding & Packaging
Printing Techniques - woodcut, Linocut, Etching, Cynotype

Illustration, Animation, 3D blender, Video Editing, Photography

Software

Adobe Creative Suite
Photoshop, Illustrator, Indesign, Premiere Pro, After Effects, Audition, Aero

Procreate, Procreate Dreams, Blender

Achievements

2024

Film Selection Experimental Animation
Chitkara Film Festival 2024
Chitkara University, Punjab

2024

Film Selection
Student animation film
Animators Guild India Fest (AGIF)
Mumbai, India

Mar 2024 - Jul 2024 (5 months)

Animation Project Lead KHM International Online Seminar 2024
Germany