



# Shagun Singhal

Brand Strategist | Communication Designer | Visual Storyteller

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As a brand strategist with a keen eye for visual storytelling, I specialize in crafting dynamic brand identities, compelling graphics, and results-driven strategies for top-tier clients. With expertise in market analysis, packaging, art direction, and creative campaigns, I blend aesthetics with functionality to create impactful designs. Proficient in Adobe Creative Suite, I bring concepts to life with visuals that engage and inspire.

Collaboration fuels my creativity, and the opportunity to contribute to a dynamic team excites me. The thrill of shaping brands and telling unforgettable stories keeps me motivated—fueled, of course, by my love for coffee. I believe in the power of design to transform ideas into experiences, and I embrace every challenge as a chance to push creative boundaries.

## EDUCATION:

|           |                                                                                            |           |                                                                                          |                        |                                                        |
|-----------|--------------------------------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------|------------------------|--------------------------------------------------------|
| 2022-2024 | <b>National Institute of Fashion Technology, Mumbai   M.Des</b><br>Design & Brand Strategy | 2017-2021 | <b>Unitedworld Institute of Design, Ahmedabad   B.Des</b><br>Visual Communication Design | 2003-2015<br>2015-2017 | <b>Sacred Heart Sr. Sec. School, Chandigarh (CBSE)</b> |
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## EXPERIENCE 2019-2025

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|  | <b>FREELANCER</b> <i>(June 2024 -Current)</i><br>Shagun Singhal, Bussin Design & more<br><a href="http://www.bussindesign.studio">www.bussindesign.studio</a><br>Communication Design, Brand Design & Strategy, Art Direction |  | <b>TATA TRENT</b> <i>(Jan-April 2024)</i><br>Westside<br><a href="http://www.trentlimited.com">www.trentlimited.com</a><br>Graduation Project:<br>Communication Design & Brand Strategy                |
|  | <b>ECOMPAPI</b> <i>(Aug- Dec 2023)</i><br><a href="http://www.ecompapi.com">www.ecompapi.com</a><br>Part Time:<br>Communication Design, Brand Design & Strategy                                                               |  | <b>MOKSHA GROUP</b> <i>(Jun-Jul 2023)</i><br>BoAt, Bvlgari and more<br><a href="http://www.moksha.in">www.moksha.in</a><br>Internship:<br>Brand Strategy                                               |
|  | <b>THE SOCIAL FIXX</b> <i>(Jan-Jul 2022)</i><br>Zabella, Pink Palette and more<br><a href="http://www.instagram.com/thesocial.fixx">www.instagram.com/thesocial.fixx</a><br>Full Time:<br>Visual Communication Design         |  | <b>UNCLE JACKS INDIA</b> <i>(Oct-Nov 2021)</i><br><a href="http://www.instagram.com/unclejacksindia/">www.instagram.com/unclejacksindia/</a><br>Full Time:<br>Communication Design & Community Manager |
|  | <b>FATCAT MEDIA</b> <i>(Jul-Sept 2021)</i><br><a href="http://www.fatcatmedia.in">www.fatcatmedia.in</a><br>Full Time:<br>Visual Communication Design                                                                         |  | <b>SOUKMEDIA</b> <i>(Jan-Jul 2021)</i><br>Amazon AWS, Upcoming & more<br><a href="http://www.soukmedia.co">www.soukmedia.co</a><br>Internship & Freelance:<br>Communication Design & Brand Design      |
|  | <b>ALTRUIST</b> <i>(Jul-Dec 2020)</i><br><a href="http://www.altruistindia.com">www.altruistindia.com</a><br>Internship:<br>Communication Design                                                                              |  | <b>SCRIBBLES</b> <i>(May-Jul 2020)</i><br>Nik Bakers, Sham Jewellers and more<br><a href="http://www.scribbles.in">www.scribbles.in</a><br>Internship:<br>Visual Communication Design                  |
|  | <b>PARTNERS</b> <i>(May-Jul 2019)</i><br><a href="http://www.partnersindia.com">www.partnersindia.com</a><br>Internship:<br>Visual Communication Design                                                                       |  | <b>THE BIGGER HALF</b><br>CO FOUNDER<br><a href="http://www.instagram.com/thebiggerhalf">www.instagram.com/thebiggerhalf</a><br>Creative Direction & Visual Communication Design                       |

## CORE SPECIALIZATIONS:

- Brand Strategy & Positioning
- Visual Communication & Storytelling
- Print & Digital Marketing Collaterals
- Social Media & Ad Campaigns

## SOFT SKILLS:

- Strategic Thinking & Problem-Solving
- Team Collaboration & Leadership
- Communication & Client Management
- Market Research & Consumer Insights

## SOFTWARE PROFICIENCY:

- Adobe Creative Suite  
*(Illustrator, Photoshop, InDesign, Premiere Pro)*
- Figma & Adobe XD (UI/UX Design)
- Google Workspace

Think the design, Design the thinking