

PRATIK NATHANI

COMMUNICATION DESIGN & ILLUSTRATION



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PORTFOLIO

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ABOUT ME

A seasoned communication designer and illustrator with a robust skill set spanning graphic design, illustration, and brand design and development. My creative journey is characterized by a deep commitment to translating concepts into compelling visual narratives, creating captivating brand identities, and ensuring brand consistency throughout. With an unwavering passion for aesthetics and a keen eye for detail, I'm dedicated to crafting visually engaging experiences that leave a lasting impact.

TOOLS

Ai

ADOBE
ILLUSTRATOR

Ps

ADOBE
PHOTOSHOP

Id

ADOBE
INDESIGN

Pr

ADOBE
PREMIERE PRO

EDUCATION

M.A Illustration

Leeds Arts University (Sept 2021 - July 2022)

B.A (Honors) Communication Design

Pearl Academy (Aug 2015 - June 2019)

EXPERIENCE

Assistant Manager - Creative Solutions

Black White Orange Brands Pvt. Ltd.
& A47 Merch (Nov 2022 - Current)

- Led the creation of comprehensive styleguides for international and local brands, ensuring brand consistency and alignment with licensing requirements, while focusing on design elements, colour schemes, and typography.
- Leveraged strong skills in communication design and illustration to drive brand design and development, digital asset creation, and the creation of captivating visual content that resonated with target audiences, boosting brand recognition.
- Nurtured enduring client relationships by providing top-tier client servicing, actively listening to their needs, translating requirements into compelling design concepts, and maintaining open communication channels to deliver tailored solutions that exceeded client satisfaction.

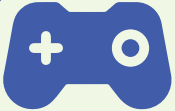
HOBBIES



TRAVEL



ART



GAME



READ

EXPERIENCE

Executive - Creative Solutions

Black White Orange Brands Pvt. Ltd. (Oct 2019- June 2021)

- Designed graphics and illustrations panning across multiple forms of media resulting in the creation of unique style guides, physical merchandise and products for international and local brands.
- Executed multiple design projects simultaneously that required different styles and aesthetics within a short time frame.
- Collaborated with the in-house team of creatives to execute self-initiated ideas for multiple projects and visual design development for the organization.
- Crafted Visual Design languages for different brands according to their needs and designed supporting collaterals effectively increasing their brand presence in their respective markets.
- Managed communications between international clients for a successful output on multiple projects and maintained good organization to maximize that output to the highest level.

Graphic Design Intern

Proof Mountain Media (Jan 2018 - May 2018)

- Responsible for creating brand style guides for clients and the company itself, establishing a brand language.
- Assisted the company with event shoots and created promotional material for multiple events and other short movie projects.
- Created engaging designs for the social media page of the company increasing their presence in the digital space.

SPECIALIZATIONS

Graphic Design	Brand Development & Design	Problem Solving
Illustration	Print Design	Visual Communication

VOLUNTARY WORK

What's Next Design Conference - Illustrator

Pearl Academy (June 2019)

I was selected to be an illustrator to document the series of talks and different point of views projected by different designers and speakers in this insightful event via illustrations.



GET IN TOUCH!

