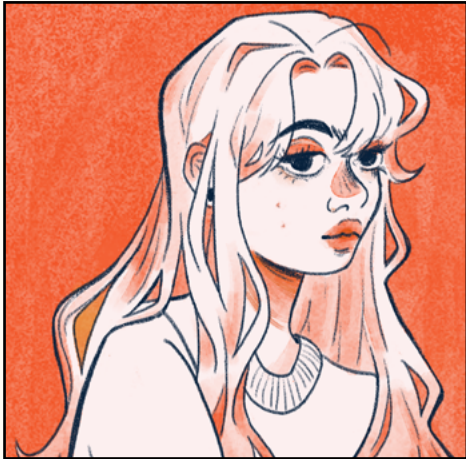


# KIRTI PAREEK (KIRI)



Multi-disciplinary designer based in Delhi specialising in branding and illustration. I have firm belief that design can drive change and have worked with 15+ brands across different sectors.

My approach is rooted in diversity and empathy, with a focus on building unique narratives helping organisations stand out. My work is bold, colourful and fresh.

## SKILLS

Branding, Print & Packaging  
Publication Design  
Motion Graphics/Video Editing  
Illustration  
HTML/CSS

## TOOLS

Adobe Suite (Illustrator, Photoshop, Aftereffects, Indesign)  
Figma  
Framer  
Wordpress  
Canva

## CORE VALUES

Curiosity & Upskilling  
Team Work  
Strategic Planning  
Creativity

PHONE +91 9891882527  
EMAIL [ecasticx@gmail.com](mailto:ecasticx@gmail.com)  
WEBSITE [Portfolio](#)

## EXPERIENCE

### Design Consultant - A & Co

India - Remote | July 2024 - Present

- Assisting in Nua's retail sector launch by designing impactful packaging, inserts, and print collateral, ensuring brand consistency.
- Developing high-impact visual collateral for GoDesi's product launches across various platforms, digital and print.
- Providing essential design support and enhancing overall project execution by collaborating with multiple design teams.

### Co-Founder - Studio Kitto

New Delhi - Hybrid | Jan 2023 - Present

- Launched and designed multiple print products such as comics, zines, stickers, coloring books, tote bags, prints and notebooks.
- Successfully organised 15+ stalls across various venues, including corporates, restaurants, and art events.

Also, developing the brand to establish market presence.

### Lead Visual Designer - Class Central

USA - Remote | Oct 2021 - June 2024, 2 yrs 9 mos

- Enhanced brand identity recognition by expanding the design system, creating characters and visuals resulting in a cohesive and recognizable visual presence.
- Improved content publication workflow by creating templates & workflows, increasing article publication efficiency on WordPress.
- Increased marketing effectiveness and consistency by designing marketing collateral, banners, youtube assets and merchandise.

### Freelance Designer & Event Volunteer - Gaysi

New Delhi - Hybrid | Nov 2023 - Present

- Uniquely captured the message of each article, increasing their visibility by creating editorial illustrations including the first collaboration articles by Established x Gaysi.
- Boosted event sales by 54% at 'OpnArtHouse' by engaging attendees and effectively marketing. Managed exhibitors at the 'Queer Made Weekend' and served as marketing and sales representative at the 'Do You See Us' exhibition.

### Intern and Staff Member - The Phosphene Magazine

New Delhi - Hybrid | Jan 2021 - Sept 2023 | 2 yrs 9 mos

Contributed to the success of the magazine and event by creating social media assets, assisting in layout design.

Additionally, illustrated for the issues: Catharsis, Kink & Queer Ecology.

## VOLUNTEER WORK

**Visual Designer & Event Volunteer - Friends of Toto**  
2023 - Present

Created posters and volunteered at events, ensuring successful execution and participant engagement.

Developed the organization's interim website and created illustrations to support various organizational projects.

**Visual Designer - Queer Education Initiative Foundation**  
2023 - Present

Oversaw interns and coordinated with the team on content development, ensuring alignment with the organization's objectives for creating the impact report and a new brand identity.

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## EXHIBITIONS

**Pride Perspectives - American Center**  
June 2024

**Iridescence - Miranda House**  
February 2020

**The Phosphene**  
December 2021

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## PROJECTS

**Our Favourite Scene Zine - Contributor**  
2022, 2023  
Charity Zine that raised €1000+

**Q Coloring Book - Contributor**  
2020  
Coloring book for children featured in Times of India

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## LANGUAGES

**English**  
Fluent

**Hindi**  
Native

**Japanese, French**  
Beginner

## WORKSHOPS & CERTIFICATIONS

Fundamentals of Art Management, ArtThink South Asia x Khoj Studios

Japanese JLPT N5, Japan Foundation

Printmaking Workshop, National Gallery of Modern Art

Responsive Web Design, FreeCodeCamp

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## EDUCATION

**Bachelor of Communication Design**  
2019-2023  
Banasthali Vidyapith

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## INTERESTS

Reading

Journalling/Productivity

Drawing

Mental Health/Psychology

Social Work

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## SOCIALS

[Instagram](#)

[LinkedIn](#)