



Akansha Kapoor

Illustrator | Designer | Visualizer



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Bangalore



akanshakapoor.246@gmail.com

Creative and seasoned Illustrator, Designer and visualizer with 8 years of expertise, merging artistic flair with design precision. Passionate about bringing ideas to life visually. Outside the design realm, I thrive on fitness, living the perfect blend of creativity and an active lifestyle.

[Portfolio](#)

[LinkedIN](#)

EDUCATION

2014-2018

National Institute Of Fashion
Technology
B.Des In Fashion & Lifestyle
Accessory Design

2013

Delhi Public School, Ranchi
High School

SOFTWARE SKILLS

Illustrator -

Photoshop -

After Effects -

Figma -

Ai tools -

SKILLS

- Design management
- UI design
- Time management
- Management
- Social management
- Branding
- Copy writing
- Content planning
- Video direction
- Content Creation
- Design thinking
- Event planning
- Exhibition design
- Brand design
- Packaging
- Product design
- Illustrations
- Book design & layout
- Movie and album design
- BTL
- Website design
- App design
- Pr packages
- ATL
- Print & web

EXPERIENCE

Dec'22 - present

Swiggy India (InsanelyGood)

Asst. design Manager

- Lead design initiatives, manage creative teams, and drive innovative solutions. Proven track record in achieving design excellence and business goals.
- Directed design initiatives, led creative teams, and facilitated innovative solutions. Successfully managed creative heads, overseeing a team of 6 designers and 4 copywriters. Collaborated cross-functionally for impactful results.

Jan'22 - Dec'22

The Good Glam Group

Senior Brand Designer

- As the Design Brand Manager at Good Glam Group, set brand tone and design language. Senior Brand Designer for 8 brands, shaping visual identities with creativity and expertise.
- "Senior Designer at PopXO & Good Glamm. Crafted impactful campaigns, streamlined workflows, and incorporated trends for enhanced brand visibility. Proficient in Adobe Suite, adept problem-solver."

April'20 - Jan'22

Terribly Tiny Tales

Senior graphic designer

- Specialised Graphic Designer and Illustrator at Terribly Tiny Tales for two years, contributing to diverse projects from movie packaging to brand identities. Adept in conceptualizing, designing, and refining illustrations. Collaborated with cross-functional teams, including copywriters, CEOs, app developers, designers, animators, and editors. Successfully developed intellectual properties like Academy, Streedom, Butterflies, etc.

July'19 - march'20

NapNap

Design Head

- Lead e-commerce site management, product additions, and banner uploads. Expert in print design, logo creation, and brand rebranding. Skilled in hardware/software maintenance.

July'18 - July'19

Imagimake

Designer and a visualizer

- As Graphic Designer and Visualizer at Imagimake, I crafted original graphics, collaborated on exhibitions, and ensured cohesive visual branding. Stayed updated on design technologies and trends.

Nov'17- April'18

Postbox

Collection designer and visualiser

- Lifestyle designer adept at design processes, mood and color boards. As F&La intern, excelled in trend analysis, material exploration, and collection development. Successfully collaborated with vendors, photographer for production to marketing strategy.

March'17-june'17

Bewakoof

Designer and a visualizer

- Concept planning, illustration, and collaboration for diverse graphic design projects. Expert in trend analysis, print development, and layout enhancement.