

# MUSKAAN CHOUDHARY

Creative Designer



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www.muskaanchoudhary.com

Rohini, New Delhi

## PROFILE

Creative and goal-oriented graphic designer in presentation design, logo and brand design, social media creatives, marketing materials, minimal creative ads, and vector graphics & sketching. With almost three years of experience I am ready to bring my skills and passion for design to your innovative team.

## WORK EXPERIENCE

### CorporatEdge Serviced Offices

Graphic Designer

May 2023 - Present

- Identified as the Top Talent 2023-24
- Redesigned the presentations, company profiles for better visual impact
- Created emailers and newsletters for both internal and external clients.
- Developed social promotional advertisements to enhance brand visibility.
- Collaborated closely with department heads to enhance investment presentation layouts.
- Spearheaded the conceptualization of marketing planograms and crafted collateral materials.
- Initiated show offices branding from both operational and marketing perspectives
- Collaborated with external clients to elevate their office suite branding.
- Managed and coordinated various events within the organization's centers.

### PlanCover

Digital Content Creator

October 2022 - May 2023

- Presented sales pitch decks, forwarded to potential clients for business development.
- Designed quote comparative decks for both existing and potential clients.
- Crafted user-friendly onboarding screen designs for mobile applications.
- Produced engaging social media posts to strengthen the company's online presence.
- Enhanced the professional branding of the company's LinkedIn profile.
- Designed visually appealing visiting cards.

## Freelance Graphic Designer

June 2022 - October 2022

- Website design and development for:
  - Tirsa Healthcare ([www.tirsahealthcare.com](http://www.tirsahealthcare.com))
  - Craftedera ([www.craftedera.com](http://www.craftedera.com))
  - Knayam - The Magic Of Flavour ([www.knayamfoods.com](http://www.knayamfoods.com))
  - Dr. Priyanka Arora, Obstetrician and Gynaecologist ([www.drpriyankaarora.in](http://www.drpriyankaarora.in))
  - Packaging Design for Knayam - The Magic Of Flavour
  - Brand and Identity Design for Tirsa Healthcare and Craftedera

## MD City Hospital

Executive - Graphic Design & Branding

May 2021 - June 2022

- Designed folders, book covers, and page layouts for the SOC book.
- Created eye-catching social media posts to increase online engagement.
- Crafted printable and digital banners and posters to support marketing efforts.
- For organizational branding, initiated and designed doctor profiles.
- Successfully managed and organized health check-up camps, CMEs, and various other events

## Tech 4i Solutions Pvt Ltd

Freelance Graphic Designer

August 2021 - October 2021

- Created captivating social media creatives for various clients.
- Collaborated with content writers to create imaginative and engaging social media posts.

## Royal Rajwada Productions

Intern - Graphic Designer

September 2020 - October 2020

- Engaged in pattern designing, ensuring the creation of visually appealing and consistent designs.
- Specialized in character design, contributing to the development of unique and captivating characters.

## SKILLS

Adobe Illustrator  
 Adobe Photoshop  
 Wordpress  
 HTML, CSS  
 Microsoft Office

## INTERESTS

Handlettering  
 Sketching  
 Digital Illustrations  
 Photography

## EDUCATION

University Of Delhi 2017-2020  
**BACHELOR IN VOCATIONAL STUDIES (WEB DESIGNING)**