

KESHVI SEJPAL

COMMUNICATION DESIGNER

A detail-driven communication design student passionate about print, editorial, and hands-on work with experience creating detailed, clean, and eye-catching visual experiences.

Work Experience

STUDIO ARAYA, Rajkot IN (Remote)

PRINT ADVERTISING DESIGNER | August 2024 - December 2024

- Conceptualized and designed a full-page newspaper advertisement for the studio, targeting the premium customer audience.
- Developed the creative direction, layout, typography, and visual hierarchy and messaging independently, to align with the studio's brand identity.
- Ensured print-ready output by managing color profiles, resolution, and print specifications for newspaper publishing.
- Delivered the project independently under a tight deadline, balancing aesthetics with clarity and readability.
- Boosted studio visibility and brand recall through strategic ad placement and visual storytelling.
- Collaborated directly with the founder to understand brand goals and craft a high-impact newspaper advertisement.

STUDIO MEENA, Rajkot IN (On-Site)

DESIGN INTERN | May 2024 - July 2024

- Designed and finalized multiple logos across varied client projects.
- Collaborated in launching a sister brand by developing its identity system and visual strategy.
- Assisted in video production—managing shoots and color grading for branding materials.
- Maintained brand communication flow across internal and external stakeholders.

HAUS OF PRI, Mumbai IN (On-Site)

FREELANCE ILLUSTRATOR | May 2025

- Created custom character illustrations for an upcoming tabletop card game.
- Interpreted written character briefs to design distinct visual personalities and expressions.
- Ensured stylistic consistency across all characters while reflecting their individual traits.
- Collaborated with the game creator to align illustrations with narrative and gameplay roles.
- Revised artwork based on feedback rounds, maintaining quality under tight timelines.
- Delivered high-resolution assets in organized formats for integration into card design by the core team.

Projects

Katha – Book Subscription Branding

Developed the visual identity for a curated book subscription service. Designed print collateral and packaging using a consistent editorial grid and typographic system.

SeeSow – Branding & Packaging for Urban Gardening

Created branding and packaging design using earthy visuals and layout systems, with an emphasis on eco-conscious messaging and clarity. The visual language was inspired by natural forms and urban minimalism.

Winnie the Pooh – Children's Book Cover Redesign

Reimagined A. A. Milne's classic children's series with hand-drawn illustrations, color palettes, and playful typography to evoke nostalgia. Each cover was designed to capture the innocence and charm of the original.

SpyXFamily – Japanese Manga Book Cover Redesign

Explored manga design by creating right-to-left reading covers, incorporating Japanese layout conventions, type, and format. Focused on maintaining cultural authenticity while adding a modern illustrative touch.

Real Estate Brand – Digital Marketing Collaterals

Designed clean, consistent digital visuals and marketing creatives for social platforms and online banners. The visuals prioritized clarity, modernity, and brand consistency across all platforms.

Front-End Coded Website

Coded personal and academic portfolio websites using HTML, CSS, and JavaScript. Focused on layout, responsiveness, and user experience.

Not That Way – Game Design

Designed a concept-based game with illustrative visual assets and interface elements. Prioritized user flow and gameplay direction. The game used visual storytelling to guide players through subtle decision-making paths.

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Skills

Design

• UX/UI design • Prototyping • Design Thinking • Design systems • Illustration • Branding & Identity • High/Low fidelity design • Packaging • Editorials • Publication • Curation • High/Low fidelity design • Grid System • High/Low fidelity design • Visual Storytelling • Print Design

Research

• User Interviews • User Research • Design Research • Need Assessment • Stakeholder Mapping • User Journey • User Flows • User Testing • Moodboarding • Empathy Mapping • Audience Analysis • Problem Framing • Problem Solution

Visual Design

• Typography • Visual guidelines • Layout design • Color Theory • Hierarchy Design • Iconography • Aesthetic sense • Visual Consistency • Visual Language • Design for Print • Style Guides • Contrast & Balance

Tools

• Figma • Framer • Adobe creative suite • Miro • Procreate • Notion • Behance • Dribbble • Github • Unity • Visual Studio Code

Collaborations

• Multi-disciplinary teams • Collaborating with Product managers/Developer • Self Manage • Team building • Cross-disciplinary teamwork • Advocating design feedback • Design documentation • Project Coordination

Certification

• "Figma for UX Design" – Eric Nordquist

• "Design Psychology: Master the Art and Science of UX Design" – Tiziana d'Agostino and Madecraft

Education

• UnitedWorld Institute of Design (UID)
Bachelors of Design | Communication Design
2023 - Present | Gandhinagar, India

• The Galaxy Education School
Higher Secondary Education
2023 | Rajkot, India

Language

Fluent in English, Hindi & Gujarati both verbally and written ; conversational in French.