I'm a visually driven Artist & Designer based in India. I've worked across multiple domains like Branding & Communication, Visual Art, Typography, Creative Direction, Packaging, Merchandising, Publication and Editorial. Passions inclining into Art Direction & Design for Print. My work thrives on experimentation while I love keeping, all my cultural influences close.

# education

B.Des Communication Design | 2021-2025 MITID (Avantika University)

Senior Secondary (XII) | 2018-2020 Sangmeshwar College, Solapur

Secondary (X) 2018 St. Joseph High, Solapur

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#### Hard Skills

Visual Design Art Direction Branding & Identity

Packaging Publishing

Typography

Type Design 2D Illustration

Merchandising Web Design

UI Design

Research

Photography

Motion Graphics

Documentation

Cinematography

#### Soft Skills

Communication Collaboration Critical Thinking Networking Empathy Active Listening Observation

# additional

#### Software

Illustrator, Photoshop, Procreate, InDesign, Figma, AfterEffects, Lightroom, Krita, Fresco, Adobe XD Premiere Pro, Adobe Rush, Spline, Autodesk Sketchbook, Procreate Dreams.

#### Interests

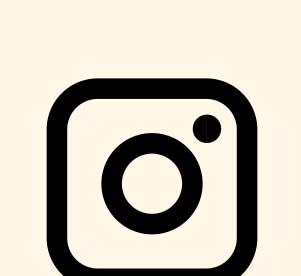
Reading, Calligraphy, Film-Making, Book Binding, Journaling, Music Production, Lettering.

#### Languages

Native: English, Hindi, Marathi, Odia. Canyarcationally, Dandali Karaan

# Samidhi Samal

\* Wesbite: samridhisamal.in (b) Be she/they





# experience

## Design Intern, Studio Matter

2024

During my internship at Matter, my primary focus was on publication and editorial design, handling both in-house publications and client projects. Additionally, I contributed to communication and visual design initiatives within the studio.

## Visual Designer, Patang

2023 - Present

As a part-time Design & Art Director for Patang, a desi queer organization, I work on the design across various verticals. This included creating event identities, marketing materials, and managing all aspects of design for both digital and print.

## Graphic Design Intern, Vibrant Moon

2023

As part of the compact yet skilled design team at VM, I contributed to various multidisciplinary design projects, including marketing, branding and identity. Additionally, I got to lead and execute the branding for a brand as a solo project.

## Editor in Chief, The Weave Magazine

2022-2024

Curated this quarterly design-focused digital publication, contributing across multiple roles and teams. As part of the editorial team, I decided on the themes for each edition and oversaw the magazine's content and overall operations.

### Design Team, The Weave Magazine

2021-2022

As a member of the design team, I contributed to the publication's design, including illustrations, visual themes, and layouts. I also had the opportunity to create the identity for the magazine's first physical launch, along with print collateral and merchandise.

# freelance

2021 - Present

I believe my skills have level-ed up with every project. Some self-initiated, collaboration while some come from brands or individuals in my network. Mainly freelance for visual design but I also take on album art, tattoo commissions.

Volunteer, Cactus Foundation - 2018 / Founded @thepagemark a stationery brand based in India 2020-2023 / Building Sanduk a Desi archival initiative & organisation that celebrates south asian culture beyond stereotypical visuals.

# achievements

## Aryabhatta Scholarship

2023 - Present

Under the Aryabhatta Scholarship, contributing towards typographical research and helping build graphic design solutions under the expert faculty.