about

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. Passions inclining into Art Direction & Print. I thrive on experimentation while keeping, all my cultural influences close.

mrindh Samal Website: samridhisamal.in \star @samridhisamal 🛅 (O) 🖽

education

experience

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

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

Secondary (X) 2018 St. Joseph High, Solapur

SKIIS

Visual Designer, Patang

2023 - Present

Working part time towards Design & Art direction for Patang and all that this desi queer organisation encompasses. Worked towards the overall design of various verticals under Patang. Ranging from Event Identities, marketing collaterals & overall handling entire design for both digital & Print.

Graphic Design Intern, Vibrant Moon 2023

As part of the small but capable design team at VM, I contributed towards work in multidisciplinary domains of design. In the space of marketing, branding and identity. I also got the opportunity to execute branding for a brand as a sole project.

Hard Skills

Creative Design Art Direction Branding & Identity Visual Storytelling Packaging Publishing Typography Type Design 2D illustration Merchandising Design Management Research Photography Motion Graphics Documentation Cinematography

Soft Skills

Communication

Collaboration **Critical Thinking** Networking Empathy Active Listening Observation

Editor in Chief, The Weave Magazine

2022 - 2024

Curation of this quarterly design centric, digital publication as a whole. Contributed across various roles & teams. As editorial, decided on themes of the editions & all that the magazine encompassed. Further managed the teams and functioning.

additional

Design Team, The Weave Magazine 2021 - 2022

As part of the design team, contributed to the design of the publication. From illustrations, visual themes and layouts of the publication. I also had the opportunity to design the identity of the first physical launch of the magazine along with print collaterals & 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.

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.

Languages

Native : English, Hindi, Marathi, Odia. Conversationally: Bengali, Korean.

achievements

Aryabhatta Scholarship

2023 - Present

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

<u>Chanakva Scholarshin Avantika University</u> 2022