

Abhijeet Sonwal

✉ abhijeetsonwal.19@gmail.com | 📞 +91 7726047845
🌐 <https://www.linkedin.com/in/abhijeet17sonwal/> | 🖥️ <https://abhijeetsonwal.vercel.app/>

Creative and detail-oriented Brand & Visual Designer with 3+ years of experience in brand identity, packaging design, social media campaigns, and UI/UX support. Currently at TalkXO, delivering visual systems for Kaya Clinic and PayU with a focus on campaign performance, packaging consistency, and cross-platform brand execution.

Skills

Core Skills: Brand Strategy, Visual Identity, Product & Packaging Design, Campaign Visuals, Social Media Design, UI/UX Design, Art Direction, Email Marketing Design, Motion Graphics, Typography, Layout Design.

Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Figma, Premiere Pro, Canva.

Work Experience

TalkXO, Gurgaon April 2024 – Present

Brand & Visual Designer

- Led 18+ product packaging designs for Kaya Clinic, including Nutra Biotin, Glutathione Mouth Melts, and 24K Gold Serum, ensuring consistent brand presentation across product lines.
- Designed high-converting paid social ad creatives for Kaya Clinic, optimizing visuals to support stronger CTR performance.
- Developed social media creatives, campaign assets, and marketing funnel content aligned with brand objectives and audience engagement goals.
- Contributed to UI/UX design support for Kaya Clinic and TalkXO web applications, improving interface consistency and visual clarity.
- Designed email marketing campaigns and newsletters for PayU, supporting brand communication across digital channels.

Motion & Graphic Designer (Internship), Gurgaon Oct 2022 - March 2023

Woro Media

- Supported motion design, video editing, social media graphics, and logo creation for digital campaigns and content production.
- Assisted with visual content development for marketing assets and brand communication materials.

Creative Designer (Internship), Mumbai May 2022 - July 2022

Integrate 360

- Produced social media posts, banners, posters, flyers, logos, motion graphics, video edits, photo retouching, and billboard creatives.
- Handled daily design requests across print and digital formats while maintaining brand consistency and quality.

Education

Chandigarh University, Chandigarh Aug 2022 - June 2024

M.Sc. in Animation & Multimedia Technology

Gujarat University, Ahmedabad Apr 2018 - Apr 2021

B.Sc. in Animation & Visual Effects

Shri Swami Narayan Sr. Sec. School, Aburoad(Sirohi), Rajasthan May 2017 - May 2018

Intermediate

PCM

Railway Higher Sec. School, Aburoad(Sirohi), Rajasthan May 2014 - May 2015

High School

PCM

Awards and Certificates

- Motion Design Internship Certificate — Woro Media
- Creative Design Internship Certificate — Integrate 360
- Internship Certificate — TBH Circle