

Sanjana Patil

Brand Designer, Illustrator, Graphic Designer

CONTACT

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CERTIFICATIONS

Maharashtra State Drawing Examination

Intermediate: **A+ Grade**

Elementary: **A+ Grade**

Top 5% of the class

SKILLS

Illustrations
Graphic Design
Visual Identity & Branding
Editorial & Layout Design
Typography & Type Systems
Color Palette Development
Creative Direction
User-Centered Storytelling

TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Figma
Figjam
Notion

EDUCATION

2018–2023

North Maharashtra University

Masters in Computer Application

EXPERIENCE

Studio Accordé

2022–Present

Senior Brand & Graphic Designer

Projects

Graphic Designer & Brand Identity Specialist

KWT Logistics • Feb 2025 – Present

Led brand and web design for KWT Logistics. I delivered logo, color palette, typography, brand guidelines, and responsive website UI with a clean, functional identity.

Illustrator & Visual Identity Designer

Snickle • Nov 2024 – Present

Developed the full brand identity for Snickle, a pet care brand. Crafted brand name, logo, packaging, illustration style, color system, and typography to reflect its bold, mischievous personality with a consistent visual language.

Illustrator & Editorial Designer

CREDAI – Pune Metro • Sept 2024 – Jan 2025

Created playful editorial illustrations and a structured magazine layout system. Designed category illustrations, typographic hierarchy, and navigable content flow for better reader engagement and a visually fun experience.

Visual Designer

InvestoXpert • Aug 2024 – Jan 2025

Redesigned a real estate platform's property page. Applied clean layout, visual hierarchy, and UI styling. Improved navigation and increased property click-throughs by 30% with consistent design and intuitive flow.

Brand System & Visual Designer

Neevay • Oct 2023 – Jan 2025

Designed the complete SaaS interface and brand visuals for Neevay. Created UI styles, color systems, and layouts. Increased user engagement and platform usage by 4× through intuitive visual design.