PRIYANKA KHURANA

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I'm a multidisciplinary designer focused on bridging the tenets of graphic identity with user experience to craft innovative and delightful design solutions.
My passion lies in creating works that inspire and uplift communities, with a trademark style which is fun, bold and playful. All my projects are inspired by a close study of human relationships, storytelling, responsibility and accessibility. Currently based out of Bengaluru, India.

Experience

PARALLEL *UX* STUDIO
Visual Designer
(2021)

A diversified design role at a UX design studio:
- Leading visual design on projects such as brand identity, website redesigns, and user interface design for mobile apps.
- Conducted brand strategy and design audits, competitive audits, and design sprints as part of the design process.
- Handled UX research and UX design for several fintech, consumer tech, and impact tech products.

ADSQUARE 360
Freelance Designer
(2019, 2020)

Freelance Support for the Adsquare team based in Texas, covering Design, Art Direction, Motion for a range of social content to be used over Facebook, Instagram, YouTube alongside Branding and Packaging support.

OGILVY
Graphic Design Intern
(2018)

Mentored Internship over 3 months at Ogilvy Gurgaon. Working across published projects and pitches for clients such as Mother Dairy, Campus Shoes, Uber, Beef Eater, WWF etc. over a multitude of disciplines such as Outdoor, Packaging, Video, Print.

Volunteering

UNICORN MAG
Designer, Illustrator
(2021, 2022)

Illustrator and Designer for Unicorn Magazine, a UK based Magazine initiative for LGBTQ+ youth by BiPride UK

Certifications

Chartered Management Institute, UK
(2020-2021)

Consultancy Management Certification programme for young creatives to develop skills across entrepreneurship, leadership and creative management.

Education

Graphic Design (MA)
1:1/ First Class Honours
Coventry University, UK
(2019-2020)

Applied Art (BFA)
1:1/ First Class Honours
College of Art,
Delhi University, India
(2015-2019)