Priyanka Khurana

Visual Designer

www.priyankakhurana.com

About

Hi, I'm Priyanka, a multidisciplinary designer passionate about building inclusive brands and communities through inspirational content, good design and storytelling. My aim lies in creating works that inspire and uplift, while being fun, bold and playful. My expertise spans the skill sets of branding, packaging, illustration, web design, campaign, print, design research, and more, and I bring to these processes a unique blend of curiosity, consistency and creativity.

Contact

W : www.priyankakhurana.com
E : khuranapriyanka97@gmail.com
P : +91 8800696095

Experience

Parentheses Studio

- **Senior Graphic Designer**   2023- 2024

  - Spearheaded end-to-end design and branding projects across diverse industries such as real estate, beauty, food and nutrition, architecture, etc. with deliverables spanning publishing, packaging design, print & digital design, and more.
  - Collaborated closely with stakeholders and clients, facilitating branding and design workshops, strategic alignment sessions, and design sprints to drive project success.
  - Worked closely with design development partners- mid and large scale printers, suppliers, artworkers, web developers and more.
  - Managed and mentored teams of junior designers and interns, fostering skill development, career growth, and a collaborative working environment.

- **Midweight Graphic Designer**   2022-2023

  - Contributed to the successful execution of design projects across diverse industries (as above), via collaboration with senior designers and stakeholders, in addition to independently-led projects.

Parallel UX Studio

Visual Designer   2021

- Contributed to graphic, visual and UI design for a product design studio based in Bangalore, India, with projects spanning industries like fintech, edtech, healthtech and more.
- Actively participated in product design processes including design sprints, rapid prototyping, user testing and user research, ensuring user-centric and impactful design outcomes.

Ogilvy

Design Intern   2018

- A mentored internship over 3 months at Oglivy Gurgaon. Worked on published projects and advertising/ campaign pitches for prominent global clients, with deliverables spanning packaging solutions, outdoor ads, TV commercials, print campaigns and brand creatives.

Freelance

Unicorn Magazine

Designer/ Illustrator   2021

Provided freelance illustration and design support for Unicorn Magazine, a UK-based digital youth publication by the charitable organisation BiPride UK.

AdSquare 360

Designer   2019

Provided freelance design support for the AdSquare team, a digital design agency, for social media content design, branding, packaging and copywriting.

Education

MA Graphic Design

Coventry University, UK   2019-2020
1:1 | First Class Honours

BFA Applied Art

College of Art
Delhi University, India   2015-2019
1:1 | First Class Honours