ANANDITA PATIL

Communication Designer

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anandita-patil

Profile

Multidisciplinary designer with experience across visual identity, editorial, digital, packaging and brand systems. I combine research-led thinking with visual storytelling to turn complex ideas into clear, compelling design. Comfortable developing concepts, presentation materials and brand guidelines, and collaborating across disciplines.

My Practice

- Brand identity & design systems
- Editorial & publication design
- Packaging and print
- Website design
- Design research & strategy
- Concept development & visual storytelling

Softwares

In the Adobe Suite: Illustrator, Photoshop, After Effects, Rush, Premier Pro | Procreate | Figma

Education

Royal College of Art, London
MA Visual Communication
September 2025 - September 2026

ATLAS Skill Tech University - ISDI School of Design and Innovation, Mumbai
Communication Design
July 2019- May 2023 | GPA : 3.7/4

IGNOU- Distance Learning
BA Sociology
July 2019- December 2022 | 66.53%

St. Xavier's College, Fort, Mumbai
Grade 12 (HSC board)
July 2018- June 2019 | 64.7%

Nalanda Public School, Mumbai
Grade 10 (CBSE board)
June 2016 - June 2017 | 9.4/10 GPA

Experience

rgd | July 2023 - May 2025
Full time as a Junior Designer
Worked on editorial design, website design, developed social media strategy and designed creatives, worked on brand redesign and website revamp, packaging design and developing and designing brand books.

Manasa Guidance | June 2022 - June 2023
Communication Design Intern
Building the brand's identity and the collaterals, website design, social media strategy, developed their brand guidelines and designed a brand book.

Colgate- Palmolive | February 2022 - April 2022
Communication Design Intern
Conceptualized and developed guidelines for the new range of face care products by Palmolive based on research and market study.

Uriel Design | February 2022 - June 2022
Communication Design Intern
Developed and designed the branding and packaging for a baby hygiene care brand.

Uriel Design | January 2021 - June 2021
Communication Design Intern
Worked on packaging for companies like Dreamery (their cheese spread and pizza cheese), MB Foods, and Gladful. Designed stationery for EHL - Hindoostan Mills.

Certifications

- **Fellowship of ATLAS SkillTech University** | June 2023
- **Fundamentals of Graphic Design**
  California Institute of Arts | June 2020 | L2TQ3FNLNLP5
- **Ideas from the History of Graphic Design**
  California Institute of Arts | June 2020 | N27SX95FX9CV

Interests

- Children's Publications
- Social Impact And Community Oriented Projects
- Relief Printmaking
- Illustrating And Its Applications Of Everyday Objects
- Multi Media Art

Role Relevant Strengths

- **Concept to delivery:** experienced in taking visual ideas from initial concepts through refined brand, editorial, digital and packaging design
- **Presentation ready thinking:** strong emphasis on clear visual narratives, brand books and guidelines, and client facing clear & creative communications.
- **Multidisciplinary collaboration:** experience working across brand, digital, editorial and packaging touch-points.

Soft Skills

Problem Solving | Empathy | Adaptability | Leadership | Interpersonal, Communication and Analytical skills
Time Management