



MRINAL NAITHANI

GRAPHIC DESIGNER

PROFILE

Graphic Designer with 8+ years of experience crafting **visual identity systems, marketing campaigns and digital assets** for international clients across **hospitality, retail, tech and education**. Skilled in combining **brand strategy and design execution** to build recognition and drive business growth. Experienced in facilitating workshops with leadership teams and delivering end-to-end creative solutions from concept to execution.

PORTFOLIO

Behance

[behance.net/mrinalnaithani](https://www.behance.net/mrinalnaithani)

Website

mrinalnaithani.com

CONTACT

Email

mrinalnaithani@gmail.com

Phone

+968 97512076

LinkedIn

[linkedin.com/in/mrinalnaithani/](https://www.linkedin.com/in/mrinalnaithani/)

EXPERIENCE

Graphic Designer

Trade Links & Services | Bin Mirza International, Muscat

Feb 2023 - Present (Full-time)

- Designed and launched **15 brand identities** for national and international brands under Ali Mirza Group.
- Facilitated **workshops with Board of Directors** to align brand goals with marketing strategies.
- Created **nationwide campaign assets, packaging and in-store materials** for leading brands including Nando's, Second Cup and Wagamama.

Brand Designer

FutureSight, London

Nov 2021 - Sep 2022 (Full-time)

- Developed **12 brand identity systems** for clients across Europe and the USA.
- Designed **UI, landing pages and illustrations**, bridging digital and branding needs.
- Produced an **interactive virtual art exhibit** for cancer awareness.
- Delivered **content and visuals** for blogs and social platforms for clients such as Teledyne FLIR and MILTA Technology.

Graphic Designer, Social Media Manager

Sri Sri School of Yoga, Bangalore

May 2019 - Oct 2021 (Full-time)

- Directed visual communication, creating **marketing strategies and social media content** that grew reach to **10,000+ new followers** and millions of impressions.
- Designed illustrations, program workbooks, video thumbnails, and promotional templates to support global yoga programs.

Graphic Designer, Social Media Manager

Sri Sri Educational Institutions, Bangalore

Apr 2018 - Apr 2019 (Full-time)

- Enhanced brand presence through social media management, contributing to a **2,000+ organic Instagram follower increase**.
- Coordinated with regional teams to ensure cohesive brand storytelling across platforms.
- Directed photography and videography of key institutional events.

Assistant Workshop Coordinator

Avantika University, Ujjain

Nov 2017 - Dec 2017 (Freelance)

- Conducted **Design Thinking workshops for 300+ students**, fostering creativity and problem-solving.

SKILLS

Core Competencies:

Presentation, Problem-Solving,
Team Leadership, Storytelling

Branding & Strategy:

Visual Identity Design, Market
Research, Workshop Facilitation,
Campaign Design

Design Tools:

Adobe Photoshop, Illustrator,
InDesign, Figma, XD, After Effects,
Premiere Pro, Lightroom, Affinity,
Canva, Midjourney

LANGUAGES

English (Proficient)
Hindi (Native)

INTERESTS

Public speaking
Content creation
Music production
Yoga, meditation
Photography

EXPERIENCE (CONT.)

Product Designer

Dehradun Guitar Company, Uttarakhand

Jun 2017 - Aug 2017 (Freelance)

- Redesigned **workstations and organizers** to improve workflow efficiency and ergonomics.
- Created **custom merchandise illustrations** aligned with brand identity.

Product Designer

Papercats Creative Solutions, Bangalore

Jul 2016 - Dec 2016 (Internship)

- Designed fire-safety equipment **prototypes, packaging and conceptual research** for water distribution and VR projects.

Product Designer

Nirmitsu, New Delhi

May 2015 - Jul 2015 (Internship)

- Designed and prototyped a **multiplayer strategy board game** ("Conquest").

EDUCATION

Bachelor's in Product Design

MIT Institute of Design, Pune

2012 - 2017

- Focused on designing tangible products for diverse applications, with coursework in **styling, material science, systems design, CAD and business-oriented design**.

92% in AISSCE (CBSE)

Indian School Muscat, Sultanate of Oman

2007 - 2012

- Specialised in Science with Engineering Graphics, complemented by extracurricular projects in **sketching and model-making**.

ADDITIONAL

2020

- Documented the **9th International Women's Conference** as part of the Art of Living Media Team.

2016

- Co-founded **DIVE**, an inter-college platform for art, technology and design collaboration .

2012

- **Winner, Building the Future design competition** – Cluttons LLP.