

Arya Jain

VISUAL COMMUNICATION DESIGNER

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I'm a visual communication designer specializing in brand identity and packaging. I bring together strategy, research and storytelling to create visual identities that are distinctive, expressive, and built to be remembered.

EXPERIENCE

SANZ SERIF | December 2025 – May 2026

Visual Designer (Graduation Project)

- Translated research, cultural references, and consumer insights into the brand strategy and visual identity of Wok Sushi Bao, extending the system across packaging, menus, photography direction, and brand touchpoints.
- Crafted the identity and packaging system for SLAP!, giving the brand an American-style popcorn shelf presence.
- Created the identity for Two Fold and refreshed Jammy Onions' visual language, developing cohesive systems across key brand touchpoints.

FREELANCE | August 2025 – December 2025

Freelance Brand Designer

- Built the visual identity for Last Summer, including brand system, and brand applications.
- Rebranded Ritemate and CHNKS, developing cohesive visual identities aligned with their audiences and it's positioning. Created social media creatives for CHNKS, translating the brand identity into engaging digital content.

OTTOMAN (BLACK CAB) | May 2025 – August 2025

Visual Designer

- Collaborated directly with the founders on branding, packaging, and visual identity projects across FMCG and lifestyle sectors.
- Worked on packaging redesigns, logo systems, visual collaterals, and concept development for brands including Jaypees, Vivaano, Dewdays, Meetha, MM Mithaiwala and Unscene.
- Contributed to projects ranging from ready-to-cook food packaging and confectionery systems to tequila brand collaterals and QSR concept exploration.

361 Degrees Marketing | May 2024 – July 2024

Creative Designer

- Designed brand identities, social media creatives, and print assets across multiple client projects while maintaining visual consistency across platforms.
- Created logos, typography systems, brochures, posters, and Instagram content tailored to strengthen brand communication and audience engagement.

Property Guide | Feb 2024 – March 2024

Graphic Designer

- Designed social media stories and promotional content to enhance digital engagement and strengthen the brand's online visual presence.

EDUCATION

2022-2026

Unitedworld Institute of Design

B.Des Hons with Visual Communication and Graphics

2020-2022

Nirma Vidyavihar

Commerce

SKILLS

Brand Identity
Typography
Print Design
Packaging
Brand System
Brand Strategy

SOFTWARE

Illustrator
Indesign
After Effects
Photoshop
Procreate
Premier Pro