Sonal Gamta

Graphic design
Digital design
Visual design

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As a multidisciplinary designer with 3+ years of experience, I excel in diverse design media, from online platforms to print. Focused on Branding, Illustrations, and intuitive user experiences, I'm proficient in Adobe Creative Suite and Figma. My expertise extends to UI Design, where I bring valuable insights, showcasing quick learning, attention to detail, and a collaborative spirit.

Professional Experience

Junior graphic designer | Full-time   05/2023 - Present

Bretom, Brand agency for professional services firms   *London, UK*

- Crafted over 100 pieces of marketing and branding content for 10 diverse clients, tailored to align with their unique needs and brand identities. Simultaneously managed 3-4 projects, demonstrating strong organisational skills in high-pressure environments, and consistently earning positive client feedback for project efficiency improvements.
- Led the creation and curation of 5 client case studies, static and video formats for website and social media, showcasing success stories. Earned excellent feedback, highlighting the effectiveness in promoting achievements and enhancing brand visibility to 500+ followers.
- Upgraded Bretom's visual identity, crafting cohesive marketing and brand assets that boost online presence and reinforce a professional image.

Graphic Designer | Volunteer   01/2022 - 09/2022

Aspire4U, Not-for-profit community engagement organisation.   *Birmingham, UK*

- Designed online and offline assets such as forms and flyers for their mental health support website, Heal Hub, to reach out to youngsters aged between 14 to 24 for mental health awareness.
- Developed social media posts and stories to promote social help groups and government initiatives in the UK for the Monthly content calendar.
- Coordinated "The Art of Business" workshop in the West Midlands school, providing insights on logo design and delivering custom designs for 45 students.

Graphic Designer | Full-time   04/2019 - 10/2021

EDFORA Infotech Pvt. Ltd (myPAT), EdTech startup   *Delhi, India*

- Produced B2B infographics and posters for over 500 schools in India, and increasing repeat purchases by 10% through collaboration with the marketing team.
- Provided technical diagrams and creative illustrations for online modules to help over 1000 students understand the topics based on briefs given by subject experts.
- Utilised diverse styles to design 200 + static and moving posts and stories for WhatsApp and social media platforms over 6 months, boosting followers and engagement.

Professional Development

School of UX | *7 weeks UXUI Bootcamp*   11/2023-01/2024

- Acquired solid proficiency in UX and UI Design Fundamentals, emphasising a strong foundation in design principles and practices.
- Demonstrated practical skills in wireframing and prototyping UI designs using Figma, showcasing an ability to translate design concepts into interactive and user-friendly interfaces.

Education

MA in Visual Communication, *Birmingham City University* | Distinction   2021 - 2022
Bachelor of Design, *National Institute Of Fashion Technology*   2011 - 2015

Skills

Branding, Illustrations, Typography, Editorials, GIFs, Video editing, Campaigns, User journey, wireframes, prototype, A/B Testing, Design Thinking, Design Research, Design Principles, AI prompting, storytelling, Empathy, Adobe Photoshop, Illustrator, InDesign, After Effects, Premier Pro, Figma, Trello, Lyssna, Squarespace.