

HELLO

I'm
UTPAL KUMAR DAS

Visual Communication Designer

About me

Introduction

Graphic Designer & Brand Designer with experience in developing brand identities, visual systems, and digital communication across diverse industries. Skilled in translating brand strategy into cohesive visual experiences across branding, web, campaigns, and marketing collateral.

Education

National Institute Of Fashion Technology
Fashion Communication
2021-2025

Faculty Higher Secoundary School
Humanities
2020-2021

Kendriya Vidalaya IIT Guwahati
2008-2018

Work Experience

What i have done

Narrative Asia | Graphic Designer (Brand Designer)
(October 2025 - October 2026)

Selected Clients: Emami · Dell · Srijan
Aurion Pro · Nature InFocus

- Developed brand identities and visual communication systems across digital and print touchpoints.
- Translated brand strategy and business objectives into cohesive visual narratives, creative directions, and communication assets.
- Led visual design for websites, campaigns, presentations, and marketing collateral.
- Collaborated with strategy and creative teams to develop consistent and engaging brand experiences across multiple touchpoints.

William Penn | Branding Intern
(January 2025 - April 2025)

- Developed brand guidelines and visual communication systems for Sheaffer, Lapis Bard, and William Penn.
- Created brand assets, presentations, and marketing collaterals while maintaining visual consistency.

FRDC | Retail Design Intern
(May 2024 - July 2024)

- Assisted with retail, interior design, and visual merchandising projects, including AutoCAD, SketchUp, and site visits.

Quicktouch | Branding Intern
(January 2023 - February 2023)

- Worked on branding projects for Standard Capital and QuickPay, developing logos and visual assets.

Contact

Get in touch

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Skills

Photography	Publication Design
UI/UX	Illustration
Branding	HTML/CSS
Research	Visual Merchandising
Typography	Interior/Retail Design

Tools

Adobe Photoshop	Auto CAD
Adobe Illustrator	Blender
Adobe Indesign	Figma
Premier pro	Sketchup
Powerpoint	