

Illustrations

User Centered

Visual Designer / Illustrator

Alpana Sahai

Lucknow, India

Brand Identity

Visual Storytelling

Objective

To leverage my passion for graphic design and creativity in a dynamic organization that values innovation, I aim to contribute to all stages of digital product development, from discovery to delivery, aligning user-focused solutions with business goals to drive success.

Email
alpanasahai.work@gmail.com

Portfolio
<https://bento.me/alpana-sahai>

Phone
+919170352552

Linked In
<https://www.linkedin.com/in/alpana-sahai-132042220/>

Education



University of petroleum and energy studies

Bachelor of Design (2020-24)

Graphics and Communication Design



Bal Vidya Mandir Sr. Sec. School, Lucknow

Class 10th (2017) & 12th (2019)

Achievements

- State level certification in Akhil Bhartiya Hindi Olympiad.
- Second prize in 'chameleon' organized by IILM, Lko.
- Certificate of appreciation in all India handwriting competition.
- Awarded in Scout and guide association.

Language

English

Hindi

Latest Projects



360° Brand Design

Led end-to-end brand & marketing design across campaigns, exhibitions, social media, packaging, and corporate collaterals

<https://www.figma.com/design/OMNvF2NOEW09owHGDGvpBF/Ambrane-India?node-id=1-4&t=FcWbAcOcTIE9vOnD-1>



Preplaced's Success Stories Ui

Created intuitive layouts to highlight user achievements

<https://www.preplaced.in/success-stories>



Fawnnity Ecommerce Website Ui

Created layouts and optimized functionality for better user engagement.

<https://www.figma.com/design/Hr4U8wHF2M7EJazbUIKx6/FAWWNITY?node-id=736-1446&t=Qa7GLxcJZKonHZ0-1>

Experience

2025-Present



Senior Visualiser

Graphic Designer

Ambrane India

- Promoted from Graphic Designer to Senior Visualiser, with expanded creative ownership.
- Worked across branding, packaging, social media, merchandise, campaigns, and experiential design.
- Designed interactive booths and campaign visuals for collaborations with IIT Delhi, Karan Aujla, and more.
- Currently working on Harry Potter x Ambrane, creating visuals for its limited-edition product line and launch.
- Developed banners, hampers, packaging, social creatives, and brand merchandise across multiple campaigns.

2024-25 Gurugram



Visual Designer

Preplaced

- Designed social media posts and ad visuals for Google and Meta, boosting awareness and conversions.
- Created motion graphics and videos to convey brand messaging and success stories.
- Designed an intuitive website UI to enhance user experience.
- Supported sales and marketing with promotional materials to drive campaigns and outreach.

2022-24 Bangalore



Graphic Designer

Fawnnity

- Designed a user-friendly eCommerce website to enhance shopping experience and brand visibility.
- Led the rebranding of new range skincare products with cohesive packaging and a refreshed brand identity.
- Created and managed social media content, boosting engagement and maintaining brand consistency.

2022 Gurugram



Design Intern

Autope Payment Solutions

- Contributed to the development of a mobile application for DMRC (Delhi Metro)
- Executed branding and promotional campaigns for smart lockers and virtual stores for 'Momentum' app.
- Created design updates for the ticketing system for IRCTC.
- Produced digital & print assets for marketing and advertising.

Software Proficiency



Figma
UI Design,
Prototyping



Photoshop
Image
Editing



Procreate
Digital
Illustration



Illustrator
Vector
Illustration



InDesign
Editorial
Design



After Effects
Motion
Graphics



Notion
Project
Management



Premier Pro
Video
Editing



Blender
3D
Design



Adobe XD
UX
Design



Canva
Visual
Design



Claude
UI Design,
Prototyping



Magnific
Asset
Sourcing



Chat gpt
UI Design,
Prototyping