

# PALLAVI SHASTRI



## VISUAL DESIGNER

Visual designer with 6 years of experience turning ideas into clear, engaging visual experiences across digital, print, and product. Curious by nature, I enjoy understanding the problem, exploring possibilities, and finding simple ways to make design more meaningful.

## EDUCATION

### BBI (Bachelors in Banking & Insurance)

2012-2016

KC College, Mumbai University

### HSC(Commerce)

2010-2012

Maharashtra Board

### SSC

2010

Maharashtra Board

## TOOLS

Adobe Creative Suite . Figma  
Sketch . Zeplin . Wordpress

## CONTACT

+919975448482

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## WORK EXPERIENCE

### Solutions Centric Global

2025- Present *Visual Designer*

Currently working across a broad range of visual communication projects including social media, advertising campaigns, print, office branding, and WordPress websites. Collaborate with marketing and internal teams to understand communication goals, develop creative concepts, and deliver polished designs across multiple platforms. Take ownership of projects from concept to final execution while maintaining consistency across different brand touchpoints.

### Freelancing

2024-2025 *Visual Designer*

Worked independently with multiple clients across social media, email marketing, and UI design projects. Managed the complete design process from understanding briefs and defining creative direction to presenting concepts, handling feedback, and delivering final assets. Built strong client relationships through clear communication, expectation management, and the ability to translate business requirements into effective visual solutions.

### ZSPL Pvt Ltd

2022-2023 *Graphic Designer*

Worked with multiple clients and internal stakeholders across social media campaigns, emailers, newsletters, UI design, and internal communications. Took ownership of client communication, creative briefs, presentations, feedback cycles, and final delivery. Collaborated closely with teams to balance client expectations, business objectives, timelines, and creative quality while developing visually engaging and consistent design solutions.

### Vserv Digital Pvt Ltd

2020-2022 *Graphic Designer*

Worked on digital campaigns for multiple clients, creating interactive ads, social media creatives, web banners, and other digital marketing assets. Collaborated directly with clients to understand campaign objectives, interpret briefs, develop creative concepts, and refine designs based on feedback. Managed multiple projects simultaneously while ensuring work remained engaging, brand-consistent, and aligned with campaign goals.

### WE3 Solutions Pvt Ltd

2019-2020 *Graphic Designer*

Started my professional design journey working across social media campaigns, emailers, website templates, and mobile UI. Built a strong foundation in visual communication, typography, layout, and digital design while learning to adapt creative work to different brands, formats, and audience needs. Developed the ability to turn briefs into clear, engaging, and practical visual solutions.

## LANGUAGES

English  
Marathi

Hindi  
Kannada