

PRANITA DESHMUKH

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[Instagram Profile](#)

[Linkedin Profile](#)

powervati.co.in

ABOUT

Hey there! I'm Pranita Deshmukh, the driving force and Founder of Powervati. I'm all about Framestorming and visual design. Fueled by a love for design and a genuine desire to make a positive change. My designs are just like me – a bit quirky but thoughtful, showing my personality.

WORK EXPERIENCE

July 2022

→ GRAPHIC & VISUAL IDENTITY DESIGNER

Rescue Foundation (Mumbai, India)

The Rescue Foundation is a NGO fighting against human trafficking. My role was to design a logo and T-shirt designs.

March 2022

→ GRAPHIC & VISUAL IDENTITY DESIGNER

[Each Step Co](#) (Sangamner, India)

My role was to design: Logo, Branding, Graphics, layout design, illustration, stickers design.

March 2022

→ FOUNDER & DESIGNER

[Powervati](#) (Multi-disciplinary Design Brand)

Jan 2021

→ GRAPHIC & PRODUCT INTERN

Wooden Owl Design Studio (Jaipur, India)

I interned at the studio for my [Graduation Project](#). my roles were: Product, Graphic Design and management.

2016 - 2018

→ GRAPHIC & UI-UX INTERN

One Organic Co. (Pune, India)

EDUCATION

2022 - 2023

LOUGHBOROUGH UNIVERSITY,
LONDON

MSc Design Innovation

2017 - 2021

NATIONAL INSTITUTE OF FASHION
TECHNOLOGY, MUMBAI

B.Des Lifestyle Accessory Design

2015 - 2017

MODERN SCHOOL OF ARTS,
SCIENCE & COMMERCE, PUNE

Physics, Chemistry & Mathematics

2005 - 2015

DHRUV GLOBAL SCHOOL,
SANGAMNER

CBSE

TECHNICAL SKILLS

Lateral Thinker, Amazing listener, Team Player, Creative Observant, Optimistic & Encourager, Problem solving approach

EXPERTISE

Design Thinking, Framestorming, Illustrations, Album Art, Branding & Visual identity, Planning & Organising

SOFTWARES

Miro Board, Adobe Photoshop, Adobe XD, Procreate, 3D Blender 2.9, Keyshot