

# RUGHA GHADGE

## DESIGNER & ILLUSTRATOR

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A Mumbai-based designer and illustrator who has worked on packaging, branding, and UI/UX projects across FMCG, Beauty & Fashion, Pharma, and BFSI sectors. Her thorough research-driven and iterative process guides clients toward optimal solutions. She is inspired by the impact of thoughtful, solution oriented design on communities and aims to deliver the same.

## EDUCATION

MIT Institute Of Design Pune, India  
Bachelors of Design in Graphic Design 2016 - 2020

KJ Somaiya, Mumbai, India  
HSC in Science, 2014 - 2016

IELTS 2024 Overall Score : 8 | CEFR Level: C1

## SKILLS & TOOLS

**Design Services:** Branding & Identity, Packaging, Illustration, Web Design, Typography, Editorial & Publication, Wayfinding

**Design Research:** Category Audit, Competitor Analysis, User Interviews, Consumer Segmentation, Affinity Diagramming, Task Analysis, Visual Benchmarking, Rapid Prototyping

**Tools:** Adobe Illustrator, Photoshop, AfterEffects, Indesign, Figma, Procreate, Miro, WixStudio

## EXPERIENCE

**CONRAN DESIGN GROUP MUMBAI | June 2021 - June 2023**  
Junior Graphic Designer & Design Consultant

- Led the brand transformation for Zydus Lifesciences & LT Foods; brand creation for TataCliQ projects, packaging for Nestle, CocaCola, Mcaffeine
- Established workflow processes, trained team members & interns, created vendor & freelancer networks
- Organized client workshops for insights and alignment, conducted user interviews, contributed to social & media presence, created award case studies, managed work distribution & load in the design team
- Collaborated with teams in New York and London as part of a global design exchange

**ACCENTURE INDIA | Sep 2020 - Aug 2021 | UI/UX Designer**

- Created microsites and features for the myConcerto Core Portal product as a part of the India design team, conducted a Heuristic Evaluation for HDFC Life Insurance policy website application
- Worked with developers, business managers and stakeholders to ensure a seamless design process

**BAKHEDA CO. | Jan 2020 - Apr 2020 | Graphic Design Intern**

Developed & illustrated the packaging & extension for the beverage brand Brewhouse along with creatives for various brands like Paytm, Snapchat, Northstar and more

**ZEE X INDIEFOLIO NETWORK | Feb 2020 | Design Trainee**

Designed and produced an installation as a part of the Delhi Team mentored by Aaquib Wani for Arth Arts & Cultural Festival

**CHUMBAK | May 2019 - June 2019 | Graphic Design Intern**

Marketing creatives across social media and print for their Summer Side Up 2019 apparel collection, My Kinda Place furniture range & EOS Sale June 2019, website redesign and product shoot pitches

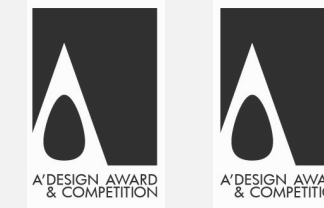
**FREELANCE DESIGN | 2020 - 2024 | Assorted Client Work**

Numerous illustration and design projects for clients like Canva, Indiefolio, Core Design, SMEs in Pune and Mumbai as well as collaborations with independent designer Serena Abraham

**THIN-I BRANDING SOLUTIONS | June 2018 - July 2018 | Assorted Client Work**

Marketing creatives for various SMEs and startups across social media along with merchandise design

## RECOGNITION



**2019 Bronze A' Design Award Graphic & Visual Communication**  
for Tirupati Environmental Graphics & Sisterhood Archives



**2022 India's Best Design Award**  
for Zydus Lifesciences as a part of Conran Design Group Mumbai



**2022 Gold & Silver E4M India Design Excellence Awards**  
for Zydus Lifesciences in Corporate Identity, Rebranding & Logo Design as part of Conran Design Group Mumbai



**2023 Transform Asia Awards**  
9 accolades for Zydus Lifesciences as a part of Conran Design Group



**2023 A' Design Award Corporate Identity**  
for Zydus Lifesciences as a part of Conran Design Group



**2023 International Design Award**  
for Zydus Lifesciences as a part of Conran Design Group



**Packaging Of The World**  
for Desi Brews Chhang Packaging



**World Design Rankings & Design Legends**  
Rankings & interview as a part of A' Design Award Feature



**Creative Boom & Typeroom EU**  
Sisterhood Archives featured in A' Design Award Winners

