

# Sonali Sampat

## Visual Communication Designer

> “People ignore design that ignore people.”
> Frank Chimero


Email
sonali.sampat92@gmail.com

Phone
+91 9833662733

Portfolio
Sonali Sampat Portfolio

Socials

Instagram
@houseofterra.design

Twitter
@sampat_sonali

Linkedin
Sonali Sampat


Awards

**International Society of Typography Designers (ISTD)**
Commendation (Awarded to the top 3 participates)
Oct 2017
Singapore

**Bright Young Talent Award 2016**
**Most Creative Designer**
Oct 2016
Mumbai

References

**Yashna Shetty**
Founder, N’Chant, India
+91 98191 79184

**Paritosh Desai**
CPO, IDfy, India
+91 88054 88200

**Giri Krishnaswamy**
Founder, Conscious Food, India,
+91 99205 34474

**Shrey Badani**
Founder, Kapiva Ayurveda, India
+91 91679 11606

Tools

**Figma**
UI/UX Design, Prototyping

**Adobe Creative Suite**
Graphic Design

**Pitch**
Presentation Design

**Microsoft Office**
Project Organisation

Languages

**English**
Professional working

**Hindi**
Native

**Gujarati**
Native

**French**
Elementary

Brand Founder

**Paper Scissors Co**
Sustainable Stationery

**Uma’s Kitchen**
Aritisinal Gifting

**With eight years of professional experience in visual communication and a degree from Raffles University, Singapore, I have honed my expertise in brand communication, establishing cohesive brand identity guidelines, visual communication strategies, art direction and execution, and digital creative development. My specialisation lies in the meticulous crafting of brand narratives and visual strategies that resonate with target audiences.**

## Latest projects

### N’Chant Art Direction & UI/UX Design
Led the complete brand refresh for N’Chant, defining a modern visual language across packaging and brand communication. Also designed the website UI/UX to ensure a seamless brand experience online.

Link to N’Chant

### Currygram Brand Identity & UI/UX Design (now Conscious Foods)
UI/UX Design for the Conscious Food website, creating a digital experience aligned with the brand’s natural, thoughtful, and contemporary identity.

Link to Conscious Food

### Paper Scissors Co. Brand Identity Design
Built Paper Scissors Co. from the ground up through brand identity, art direction, and visual design. Shaped the brand’s playful and contemporary aesthetic across products, packaging, and digital touchpoints.

Link to Paper Scissors Co

### SPF Realty Rebrand & Website Design
Led the rebrand for SPF Realty, creating a more polished and contemporary identity aligned with the brand’s evolving presence. Also designed the website to deliver a clean, intuitive, and cohesive user experience.

Link to SPF Realty

## Experience

Oct 2024 - Oct 2026 India
Senior Design Analyst
**Accenture (MENA)**

Working with Land Rover and Jaguar at Accenture, developing innovative UI/UX strategies and delivering high-quality design solutions. Enhancing digital engagement while maintaining the brands' luxury and innovation standards.

**Key Responsibilities:**
- Lead the creation and execution of comprehensive visual communication strategies that align with client objectives.
- Develop innovative visual identities that embody purity, modernity, and customer-centric narratives.
- Oversee the end-to-end structure, design, and execution of client websites.
- Conduct user research to inform design decisions, ensuring a user-friendly and impactful online presence.
- Measure the effectiveness of design solutions through client feedback and performance analytics.
- Maintain a 95% approval rate for first revisions by understanding client needs and iteratively refining outputs.

**IMPACT:**
- Successfully elevated brand narratives through user research, receiving widespread positive feedback.
- Designed retail displays showcased by leading retail chains, promoting emerging brands and achieving top recognition.
- Produced high-impact marketing collaterals and digital assets, significantly enhancing brand visibility and engagement.
- Delivered creative outputs within tight timelines, showcasing adaptability and efficiency.

Nov 2023 - Aug 2024 India
Brand Consultant
**N’Chant (Aditi Essential Pvt Ltd)**

N’Chant provides invigorating fragrance oils and blends for daily indulgence, aiming to infuse positive energy and transport customers into a world of delightful scents. Its visual identity embodies a vision of purity, cleanliness, and modernity to enhance any space.

**Key Responsibilities:**
- Complete visual communication building and development
- Devising different strategies for the various product packaging
- Ad digital creatives for brand collaborations
- Art direction and photo styling for products
- Conceptualising and designing for retail display
- UI/UX design for the website

**IMPACT:**
- Conducted user research to restructure the brand narrative, enhancing user-friendliness and receiving positive feedback.
- Designed a retail display for N’Chant, showcased at Freshpik by Jio, where N’Chant was highlighted as the most popular emerging brand in their new initiative to promote upcoming and innovative brands.
- Produced monthly marketing collaterals, including brochures, flyers, and banners, using Coolors and Adobe Colour for harmonious colour schemes, achieving a 95% approval rate on first revisions after incorporating feedback.
- Directed art and styled photos for 25 products and videos within 2 days, generating content used for three months across social media, performance marketing, and website creatives.
- Collaborated with external vendors to create illustrative artworks for packaging designs of 12 products.

Nov 2021 - May 2023 India
User Interface Consultant
**IDfy (Baldor Technologies)**

The digital economy runs on trust and customers have a right to know who they are dealing with. IDfy helps customers by building technology solutions to help companies accurately identify people, run background checks, conduct KYC, mitigate lending risks, and onboard associates.

**Key Responsibilities:**
- Development of design concepts
- Branding across different products
- Customer journey style guide
- Restructuring the design system
- Illustration library to be used across products in tandem with design system
- Creating mobile design system

**IMPACT:**
- Designed clear and visually appealing custom icons and symbols in the design system shrinking 20% of customer support inquiries. Collaborated with product managers and engineers by sharing Figma prototypes and design files, minimizing design-to-development handoff issues by 32%.
- Leveraged Adobe Fonts to create custom call-to-action buttons and headings on the company website, uplifting online conversion rates by 18%.

Mar 2021 - Mar 2022 India
Graphic Designer Consultant
**Melange Nutrition (Currygram) & Conscious Food Mumbai**

Conscious Food & Currygram are a clean food brands with which one can expect and experience a mélange of flavours that leaves you content and nourished. The visual identity is designed to bring to life the vision of pure, clean, and modern food products for the youth.

**Key Responsibilities:**
- Complete visual communication building and development
- Devising different strategies for the various product packaging
- UI/UX design for the website
- Ad digital creatives for brand collaborations
- Art direction and photo styling for products

**IMPACT:**
- Collaborated with food bloggers of 5-10K followers, to create fun recipes to show the variety and the ways to experiment with our curry bases
- Monthly spend - 15K, ROAS of 6+ ; creatives we used: quick recipes, influencers, recipes and showcased the USP and the fact that it is NO PRESERVATIVES

Feb 2018 - Feb 2021 India
Senior Design Manager
**Kapiva Ayurveda (Adret Retail Pvt Ltd)**

Kapiva Ayurveda is a wellness brand with a mission to make good health accessible to everyone. The brand identity design of Kapiva shines a light on modern day nutrition. The focus on where the ingredients came from is translated into the visual language of the packaging.

**Key Responsibilities:**
- Managing the visual communication for Kapiva across different online and offline platforms.
- Devising different strategies for the various products packaging
- Complete structure and execution of the website
- Ad digital creatives for brand collaborations
- Cross functional communication across marketing and product development teams to grow the product line

**IMPACT:**
- Collaborated with outside vendors to produce illustrative artworks for the packaging design resulting in an addition of 25 products in the product line.
- Produced 34 marketing collaterals every month such as brochures, flyers, and banners with Coolors for harmonious color schemes. Resolved changes to designs after feedback, resulting in a 92% approval rate on the first revision.
- Art direction and photo styling for 100+ products resulting in 42% higher engagement on social media and website content.
- Conducted user research for website redesigns, creating a more user-friendly interface and positive feedback.

## Education

**Raffles College of Higher Education**
Bachelor of Arts with honours in Graphic Design
2016-2017
Singapore

**Raffles Design International**
Advance Diploma in Graphic Design
2014-2016
Mumbai

**Narsee Monjee College of Commerce & Economics**
Bachelors In Commerce
Feb 2008- Feb 2013
Mumbai

## Skills

**Design**
- Web Design
- Brand Identity
- Packaging
- Editorial
- Illustrations
- Prototyping
- Typography
- UI Design Systems

**Research**
- Brand Building
- Research
- Wireframing
- Testing
- Brand Development
- Group Interview
- User Experience