

PORTFOLIO LINK



[behance.net/tejasvipanchal_](https://www.behance.net/tejasvipanchal_)

TEJASVI V. PANCHAL

SENIOR GRAPHIC DESIGNER & VISUALIZER



+91 7977 62 0681



tejasvip1299@gmail.com



Navi Mumbai

ABOUT ME

A passionate visual communicator with 5+ years of experience transforming ideas into meaningful design experiences. From building brands and crafting campaigns to creating engaging digital and print communication, I believe great design is more than aesthetics. It tells stories, evokes emotions and creates lasting connections between brands and people.

SOFTWARE EXPERTISE

Ai

Adobe Illustrator

Ps

Adobe Photoshop



CorelDRAW



AI Image Generation

CORE EXPERTISE

- Brand Identity & Visual Communication
- Performance Marketing & Digital Design
- Outdoor Advertising & Site Branding
- Brochure & Coffee Table Book Design
- Corporate Presentations & Pitch Decks
- Print Advertising & Marketing Collaterals
- Integrated Campaign Development
- AI-Assisted Image Generation

CAREER HIGHLIGHTS

1

AD AGENCY & IN-HOUSE EXPERIENCE

2

MULTI-INDUSTRY EXPOSURE

3

DELIVERED 40+ MARKETING CAMPAIGNS

4

EXPERTISE IN PRINT & DIGITAL DESIGN

EXPERIENCE

COMPASS

Senior Graphic Designer & Visualizer | Mar 2026 – Present

- Conceptualize and execute integrated campaigns for 20+ residential and commercial real estate projects, delivering impactful communication across digital, print, and outdoor media.
- Worked with prominent developers including Tharwani, Mohankheda Gardens, Balaji Estate, Trident, Mangeshi Universe, Next Crown, Akhand, and Rutu Group to build distinctive project identities and marketing assets.
- Led the design of site branding, hoardings, launch campaigns, brochures, sales collaterals, and performance marketing creatives, ensuring alignment with campaign objectives and target audiences.
- Crafted engaging digital communication including social media campaigns, festive creatives, promotional content, and lead-generation assets to enhance brand presence and customer engagement.
- Partnered with cross-functional teams from concept development through final execution, maintaining creative excellence and consistency across every brand touchpoint.

THOUGHTRAINS DESIGNS

Senior Graphic Designer | Aug 2024 – Mar 2026

- Created digital marketing creatives for residential and commercial real estate projects, working with brands such as Balaji World, Nova 10 Elegance, Zennith, Bizbay, Adinath, Metro Satyam, Ozen, Triveni, 24High, Rencorp, Neelkanth, Paradise, and Akshar.
- Strategized and designed monthly content calendars covering festive campaigns, promotional offers, brand initiatives, and social media communication.
- Developed engaging creatives for social media, including Instagram reels, stories, and short-form video content while ensuring brand consistency.
- Designed performance marketing creatives, digital advertisements, and CPL-focused assets to support lead-generation campaigns and drive conversions.
- Crafted launch communication, invitation creatives, and campaign extensions for project launches, on-ground events, and festive activations.

BONITO DESIGNS

Creative Graphic Designer | Nov 2023 – Aug 2024

- Led the design of easel displays, danglers, wall hangings, and leaderboards for in-center branding.
- Adapted campaign materials to maintain consistent branding across websites, social media and partner channels.
- Collaborated with the digital team to develop high-impact performance marketing creatives.
- Designed outdoor hoardings and branding assets to enhance visibility and support marketing objectives.
- Created e-mailers for internal communications, product launches, and promotional campaigns.
- Coordinated with cross-functional teams to align creative output with marketing goals and business requirements.

ARORA TECHNOLOGIES (P) LTD.

Graphic Designer | Jun 2022 – Nov 2023

- Designed brochures, festive creatives, and social media content aligned with brand identity.
- Conducted product photography and developed exhibition visuals to support marketing initiatives.
- Contributed to website UI enhancements to improve user experience and maintain brand consistency.
- Developed creative concepts for product campaigns, strengthening visual storytelling and audience engagement.

GINTARA PVT. LTD.

Graphic Designer | Aug 2020 – May 2022

- Designed packaging and A+ product listings to enhance e-commerce presence and customer appeal.
- Created promotional materials and event collaterals, including banners and standees.
- Developed mockups and refined designs through collaborative feedback.
- Ensured visual consistency across products and marketing platforms.

EDUCATION

S.C.N. INSTITUTE OF POLYTECHNIC

2019–2021 | Applied Art (Commercial Art)

KALA VIDYA SANKUL

2017–2018 | Foundation of Art

RAMNARAIN RUJA COLLEGE

2015–2016 | H.S.C.

SWAMI MUKTANAND HIGH SCHOOL

2013–2014 | S.S.C.

LANGUAGES

- English
- Hindi
- Marathi – Native Speaker

INDUSTRY EXPOSURE

- Real Estate
- E-commerce
- Interior Design
- Consumer Products
- Education
- Lifestyle & Retail