

Archana Valecha

Graphic Designer | Visual Artist

I am a versatile designer with experience in various domains. Currently, my focus is on building brands, creating visual narratives, and providing brand strategy.

WORK EXPERIENCE

Freelance

Graphic Designer

June 2025 - Present Remote

Working with clients across various industry domains to build brand identities and collaterals. Also working on developing and maintaining social media communication.

Landor

Graphic Designer

April - May 2025, 2months, Remote

Designed and developed packaging collaterals for global food and beverage brands - Nestle, and Starbucks

Studio How About That!

Graphic Designer

Dec 2021 - 2025, 3 years 5months, Remote

Developed brand identities and collaterals for diverse industries, across digital and print media

Led a team of 4 designers for Godrej Design Labs Conscious Collective event, overseeing the design of reports and installations

Managed client communications and project planning to deliver high-quality designs within specified timelines

Between Homes

Graphic Designer

2021 - 2022, 9months, Chennai

Designed and developed social media collaterals for brand communication

Arture Designs Pvt. Ltd

Creative Assistant

2019 - 2021, 1 Year 4 months, Chennai

Designed and developed wallets, bags and other accessories for the brand using sustainable methods and materials like Cork fabric and Cactus leather

Led brand communications, designed communication collaterals across digital and print media and art directed shoots for various brand campaigns

Tata Elxsi

Design Researcher

2019, 6 months, Bangalore

Contributed to redesigning the sales service model for Tata Motors. The focus was to improve customer satisfaction and operational efficiency. Large-scale primary research, analysis and synthesis of the collected data were conducted to provide suitable solutions.

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EDUCATION

National Institute of Design

2014 - 2018, India

Bachelor of Design, Product Design

Zurich University of the Arts

2016, Zurich

International Design Summer school - Frugal Design workshop

Indian School Muscat

2000 - 2014

Schooling

AWARDS AND HONOURS

BW Business World Future of Design Awards

SOL (Solar cooker) Project shortlisted in the top 10
2018

Adobe Design Achievement Awards

Possessions (System design Project) - Semi Finalist (Social Impact design)
2018

ART EDUCATOR & FACILITATOR

Creative Classes & Workshops

Conducting interactive, creative skill-building classes for children ages 7-11, utilizing hands-on, experiential learning models

Self-expression workshop facilitator through art for children and adults

2020 - Present

SKILLS

Illustration
Branding
Brand Strategy
Publication design
Research and synthesis
Documentation
Data Visualization
Project Management
Story Boarding

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Figma
Google Suite
MS Office

LANGUAGES

Hindi - Intermediate
Tamil - Basic
Sindhi - Intermediate

