Krish Prajapati

FREELANCE GRAPHIC DESIGNER

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About Me

A passionate freelance graphic designer with a strong eye for detail and a love for clean, purposeful, and premium design. I specialize in turning visual ideas into powerful brand stories. My approach blends modern aesthetics with strategic thinking to create designs that don't just look great, but effectively convert and connect with audiences.

Design Expertise

- ✦ Brand Identity Design
- ✦ Social Media Graphics
- ✦ High-Converting Ad Creatives
- ✦ YouTube Thumbnails
- ✦ Print & Poster Design
- ✦ Vintage & Classic Branding

Software & Tools

Adobe Photoshop | Adobe Illustrator | Figma | Canva Pro | InDesign

Education

Bachelor of Engineering / Design
Indus University — Ahmedabad, Gujarat

Languages

English | Hindi | Gujarati

Professional Experience

Freelance Graphic Designer

2023 – Present

Self-Employed · Global Clients

- Partnered with small businesses, tech startups, real estate agencies, and content creators to build distinct visual identities from the ground up.
- Designed comprehensive brand systems including bespoke logos, color palettes, and comprehensive typography guidelines.
- Created high-performing social media ad creatives that increased client CTRs (Click-Through Rates) and drove measurable engagement.
- Produced complex editorial designs including vintage travel posters, classic whisky labels, and premium hardcover book jackets.
- Managed end-to-end design lifecycles: from discovery and mood boarding to final design execution and print-ready delivery.
- Maintained a rigorous standard for premium quality with an average project delivery turnaround of under 48 hours.

Selected Concept Projects

APEX Fitness
BRAND IDENTITY
A bold, powerful brand identity and merch system for a premium gym, positioned to attract serious fitness enthusiasts.

Highland Reserve
VINTAGE LABEL DESIGN
Victorian-era inspired label for a premium Scotch whisky utilizing deep forest green and aged gold aesthetics.

Luxe Properties
INSTAGRAM AD CREATIVES
Sophisticated property listing ads with a navy & gold palette designed to generate qualified leads from high-net-worth buyers.

Hartwell & Associates
CLASSIC REBRANDING
Commanding corporate identity for an established law firm, conveying immense authority, trust, and structural excellence.

NovaTech AI
TECH STARTUP LOGO
Abstract node-mark representing neural connectivity paired with a futuristic cyan-blue gradient wordmark.

Paris 1950s
RETRO TRAVEL POSTER
Art Deco travel poster for a boutique travel agency, blending bold typography with iconic illustration standards.