

# Kaushal Narkhede

VISUAL | UI | CREATIVE |  
CAMPAIGN DESIGNER

## CONTACT



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Pune, Maharashtra

## ABOUT ME

I'm Kaushal, a Multidisciplinary Visual Designer & Strategist blending design, storytelling & digital identity. I've been a freelancer since 2017, am self-taught and have learned by doing, led Head of marketing at a FMCG, built and sold a café business, and founded a creative agency. Now ready to transition into a structured corporate setting, focusing on sustainable growth and impactful brand design.

## SKILLS

- Brand Strategy & Marketing | Graphic & Visual Design | UI Design (Figma/Webflow)
- Content Creation & Strategy | Entrepreneurship & Business Development

## EXPERIENCE

### Creative Director (Freelance)

#### Thoughtful Mediaaaa

Apr 2024 – June 2025

- Scaled agency to 10+ paying clients within 6 months, with retainer deals
- Built and launched 8+ brand identities with complete Instagram grids and visual systems
- Helped one restaurant client grow Instagram engagement by 4.7x in 3 months
- Reduced average content turnaround time by 60% through creative process automation and team delegation
- Directed 10+ photoshoots and video content projects that increased UGC and brand recall

### Independent Creative Consultant

#### Freelance Designer & Video Editor

May 2017 - Present

- Completed over 100+ design and branding projects for clients across India and abroad
- Designed 5+ websites using Webflow/Figma with 100% responsive, SEO-friendly layouts
- Increased website conversion rates by 18–40% for 3 service-based clients
- Edited 200+ reels/videos for influencers and brands resulting in avg. 2x engagement boost
- Created logo + identity kits that helped 10+ small brands establish visual consistency

### Founder & Head Chef

#### The BRB Cafe

Oct 2021 - Feb 2023

- Launched a fast-food café brand that became locally known for unique branding and menu creativity
- Achieved daily footfall of 150+ customers within 6 months of launch
- Boosted average monthly revenue to ₹3.2L with 35% profit margin

## TECHNICAL SKILLS

- Adobe Photoshop | Adobe Illustrator | Adobe After Effects | Canva | Figma | Adobe Premiere Pro
- Webflow | Figma | HTML & CSS (Basic)
- Content Strategy | Branding | Campaign Ideation & Execution | Motion Graphics
- Meta Ads | Google Ads | Social Media Insights

## CERTIFICATIONS

- Complete Web Design  
*By Vako shvili*
- Bachelors Degree in Mass Media (Specialisation in Advertising and Marketing)  
*By University of Mumbai*
- Under 17 ODI Series 2013  
*By South Africa Cricket Board*
- 7th MMA INDIA Nationals 2024 Championship  
*By MMA India & Chhattisgarh MMA Association*

## EXPERIENCE

### Marketing Head (Freelance)

#### Swasthika Foods

Jan 2019 - Dec 2021

- Turned around a loss-making business into a profitable brand within 18 months
- Increased B2B distributor orders by 40% through redesigned packaging and trade activation
- Generated ₹20L+ in regional sales and online aggregators like Amazon, Flipkart within first year of rebranding
- Reduced marketing collateral production cost by 30% via vendor consolidation
- Launched new SKUs and expanded product line that led to 2x shelf visibility in retail outlets

### Video Editor (Freelance)

#### BEAT Films & Pokashu Studios

Apr 2016 - Mar 2017

- Edited 10+ professional video projects including music videos and documentaries
- Improved editing turnaround speed by 30% through better multi-cam timeline management
- Contributed to client satisfaction through clean cuts, color grading, and audio sync for wedding films
- Used Adobe Premiere Pro and After Effects in fast-paced post-production environments

## PORTFOLIO LINK

[Click Here](#) to visit my Portfolio

## ACHIVEMENTS

- Built a fast food café business Brand & exited profitably within 16 months
- Turned around a loss-making FMCG Brand as a Marketing Head within 1.5 years
- Completed 100+ freelance projects in design, branding, video editing, and UI since 2017
- Vice-Captain, India U-17 Cricket Team (SA Tour 2012–2013)
- Gold medalist sprinter (100m & 200m), 4th at Nationals (2018)
- National MMA Champion, Team Maharashtra (2024)
- Featured in local press for creative F&B concepts and marketing execution