

# KRITIKA RAWAT

## ILLUSTRATOR & VISUAL DESIGNER



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Delhi, India

### ABOUT ME

Creative Illustrator and Visual Designer with 5+ years of experience crafting engaging visuals for children's books, toys, puzzles, cafés, and digital platforms. Adept at storyboarding, hand-drawn and digital illustration, branding, and packaging design. Passionate about translating ideas into compelling and age-appropriate visual stories that resonate with audiences.

### SKILLS

#### Creative Expertise

- Visual Storytelling
- Illustration for Children
- Packaging Design
- Branding
- Motion Graphics

#### Soft Skills

- Communication
- Collaboration
- Time Management
- Creative Thinking

### DESIGN TOOLS

- Adobe Photoshop
- Illustrator
- Procreate
- Premiere Pro
- InDesign
- Figma
- Chat GPT
- AI

### EDUCATION

#### The Art of Drawing and Painting

Certifications LinkedIn Learning  
August 2019

#### B.F.A. in Visual Communication

College of Art, New Delhi  
2015–2019

#### Senior Secondary (Arts Stream)

R.P.V.V, Gandhi Nagar  
2012–2014

### EXPERIENCE

#### FREELANCE BOOK ILLUSTRATOR

Jun 2025 – Present

##### *Good Luck Publishers Limited*

- Designed illustrations and book cover designs for K-12 educational books.
- Delivered consistent artwork styles across multiple grade levels and subjects.

#### ILLUSTRATOR & PACKAGING DESIGNER

Feb 2023 – Apr 2025

##### *Smartivity*

- Led end-to-end design of toy packaging and branding for children aged 3-14.
- Developed engaging illustrations and educational graphics used in over 30 product lines.

#### ILLUSTRATOR

Aug 2021 – Jan 2023

##### *Webby Toys*

- Created playful and educational illustrations for puzzles, dollhouses, and kids' products.
- Designed engaging instruction manuals and child-friendly packaging.

#### VISUALISER

Jun 2020 – Apr 2021

##### *Chaayos*

- Developed social media storyboards and 2D motion graphics.
- Designed food-themed illustrations for packaging and café décor.

#### CHILDREN'S BOOK ILLUSTRATOR

June 2019 – Apr 2020

##### *Henu Studio*

- Produced hand-drawn illustrations and digital artworks for children's books.
- Focused on expressive character design and scene storytelling.

### PORTFOLIO

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