Visual Designer

Hello, I'm Pragya Asati

I'm a detail-driven visual designer who blends storytelling, strategy, and animation to create purposeful, engaging design. From 360° campaigns and brand identities to motion graphics, UI/UX and digital content, I focus on creating designs that drive measurable results. I am passionate about design innovation and AI-driven creativity. I keep up with current trends and try to adapt that into my work.

Experience

Schneider Electric 07 Jul 2023 – Current
Graphic Designer

- Delivered impactful 360° global and national campaigns, including events like Elecrama, The WEF Annual Meeting, and COP28, along with social media activations and print-ready artworks.
- Evolved the IMPACT Maker global key visuals into a more dynamic, human-centered language that strengthened brand visual storytelling.
- Directed the Miluz Zeta 360° launch, from concept to execution, producing digital content, brand extensions, and product marketing, marking SE's biggest launch of 2024.
- Contributed to the success of the OPEN AUTOMATION awareness campaign which drove record engagement from over 108,000 channel partners and customers.
- Led art direction for customer testimonial films (Capgemini, Sobha Realty, South Bihar Power Distribution Company) and did photo retouching.
- Partnered with Local Marketing team and creative agencies on large ad films and photoshoots for home and distribution segment (Wiser, Miluz Zeta, Unica-X).
- Led the Green Yodha flagship sustainability initiative, engaging CXOs, CEOs and automation leaders through strategic, visually impactful design.
- Spearheaded the first-ever "Technology Experience" campaign for Lauritz Knudsen Electrical & Automation, from concept to completion.

TATA Technologies 13 Apr 2023 – 13 Jun 2023
Motion Graphic Design Intern

- Made & animated 20+ icons for their learning platform IGET IT.

NH1 Design Studio 08 Mar 2022 – 08 Jun 2022
Motion Graphic Design Intern

- Produced 15+ animations for brands including "Apply Once", "One Golden Mile", "Bira 91","log 9" and "PharmEasy".

FAANGPath 01 Apr 2021 – 01 Jun 2021
Graphic Design Intern

- Designed social media posts using digital illustrations, posters, and infographics for brand marketing which led to 40% engagement.

Projects

Mental Wellness App for Remote Employees (End-to-End UX Case Study)

- Conducted 12 user interviews and survey analysis to identify core pain points in remote-work behavior.
- Built personas, journey maps, empathy maps, and emotional maps to identify and highlight 3 major emotional friction points.
- Defined initial solution concepts focusing on reducing overwhelm and improving daily focus.
- Created user flows, sitemap, and 20+ early wireframes based on research.
- Preparing high-fidelity prototype for upcoming usability testing.

Gonomo: Home-Cooked Meals App

- Developed visual identity, UI system, iconography, and scalable components for mobile + web.
- Designed the high-fidelity UI flow and interactive prototype.

Contact

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Portfolio: pragyaasati.com

Education

MIT-WPU School of Design, Pune
B.Des. Visual Communication Design
CGPA - 8.93
2019-2023

Kendriya Vidyalaya RHE, Pune
12th | CBSE | Percentage - 69.00
2019

Kendriya Vidyalaya RHE, Pune
10th | CBSE | CGPA - 9.40
2017

Design Skills

- Graphic Design
- UI/UX Design
- Visual Design
- Layouts & Typography
- Branding
- Illustration
- Motion Graphics
- Storyboarding
- Presentation Design

Achievements & Certification

- Recognized by NH1 Design Studio for motion design excellence.
- Finalist in Govt. of India FPO Logo Design Competition.
- Visual Elements of UI Design - CAL Arts
- Foundations of UX Design - Google
- Google UX Design Specialization (Ongoing)

Design Software Proficiencies

- Photoshop ------------- Professional
- Illustrator -------------- Professional
- After Effects ----------- Intermediate
- Figma ------------------ Intermediate
- Procreate ------------- Professional
- FigJam/Miro -------------- Beginner
- InDesign ------------------ Beginner
- Canva ----------------- Intermediate
- AI Design Tools -------- Professional

Personal Skills

- Creative
- Teamwork
- Quick Learner
- Multitasking
- Receptive to feedback
- Strong verbal & visual communication
- Client & stakeholder communication