

Pranati Yadav

About Me

I'm a graphic designer and artist with a unique eye for uncovering the hidden stories in everyday life. My approach is rooted in storytelling; I enjoy evolving simple ideas by transforming subtle details into memorable visual experiences that resonate with people.

Skills & Tools

CREATIVE SKILLS

- Character Concept Design
- 2D Animation
- Visual Design
- Digital Illustrations
- Publication Design
- Conceptualization
- Typography
- Logo design
- Branding

TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Adobe Premier Pro
- Figma
- Procreate

Education

The Design Village

2022 - 2026

Bachelors of Design (Graphics and Communication)

Navrachana School, Sama

2017 - 2021

Higher Secondary



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Experience

Param Foundation

Mar 2025 - Jun 2025

Internship: Worked as a graphic designer, created visual content for events and worked on publications.

Sutradhar - Domaine de Boisbuchet, Lessac, France Jun 2024

Attended workshop held by The Design Village that highlighted the impact of global geopolitical turmoil on innocent lives through the art of puppetry.

London Design Biennale - India Pavilion, London, UK Jun 2023

Showcased India's authentic socio-cultural lifestyle at Biennale 2023, using indigenous elements like Kullad, Itra, Charpai and puppetry to address climate change.

- The India Pavilion earned second prize.

Academic Projects

Orange Tree

Oct 2024 - Dec 2024

Designing furniture and lifestyle accessories to make furniture more inclusive to cater to needs of the elderly.

Bio Design Challenge, New York

Jan 2024 - Apr 2024

Creating large scalable impact by creating material/bio innovation at a micro context level in the Indian context.

- Got special mention in Cumulus Green for the same project of designing readily available and affordable animal specific band-aids.

UHI (Urban Heat Island) Foster+Partners, Delhi, India Sep 2023 - Dec 2023

Proposing interventions tackling URBAN HEAT ISLAND effect within the context of DELHI.

Artize, Jaquar Group, Delhi, India

Aug 2023 - Sep 2023

A spatial art experience through in store installation for Artize Atelier.