



AYESHA GOEL

Experience Designer | Visual Designer | Illustrator

Education

Goodley Public School
Commerce + IP (2019)

College of Art, New Delhi
BFA, Applied Art (2020 - 2024)

National Institute of Fashion Technology
M.Des (2024 - 2026)

Skills

Visual Design
Research
Drawing & Sketching
Painting
Printmaking
Clay modelling
Packaging
Display Design
Product Design
Service Design
Campaign Design

Tools

Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Figma
Procreate
Wix

Portfolio

<https://www.ayeshagoel.com/>

Contact

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Experience

Innovaccer: Experience Design Intern (15th December - present)

- Creating a design system for all the acquired brands.
- Creating an illustration library for consistent branding.

National Book Trust: Illustrator (14th July - 31st August 2025)

- Social media illustrations for campaign and print ready branding assets for the Namami Gange Project.
- Thematic Gate design for 'Gomti Book festival'.
- Assisting in presentation designs and illustrations for the Bisleri project.

Anityatva Designs Ltd.: Visual Design Intern (May 2025 - July 2025)

- Logo designing and branding focusing on the farm in Kumaon.
- Developed the User interface for the website.
- Created an Illustration Book for the farm's produce.

Rōmrōm: Design Intern (May 2023 - October 2023)

- Managed social media and web store operations.
- Packaging and Visual Communication (Clothing & Paintboxes) and Conducted product photography .
- Illustrating and designing the Coloring book and Natural pigment paintbox set.
- Experimenting with mordants & Eco-printing on fabric.

Creative Head | Illustrator | Print Designer (May 2024 - February 2025)

- Designing block prints for the 'Anaarbagh' collection & embroidery patterns and assisted photoshoot.
- Ideating and planning exhibitions for 'Salon International de la Lingerie', 'DesignxDesign' & 'Textile Fair India'.

Amrai's Art Studio: Intern (September 2022 - April 2023)

- Worked on collaboration with Jatin Couture Collection.
- Worked on an aboriginal art series (got exhibited in Stainless Art Gallery).

Freelance: (2021 - Present)

- Designing catalogues, canvases and wall mural for 'Umbrette'.
- Designing illustrations for t-shirts.
- Exhibition design for Pickleyolk books held in IIC Delhi "Becoming".
- Creative Director of Devrai Kala Gram (Jewellery Design and Website Design).
- Designed packaging for a 'Nuts' brand "Ikaaya".
- Packaging Design for "Vinstock".