

# Creamy Jain Modi

A Communication Design student with a keen interest in visual identity and branding, currently in the third year. Focused on creating thoughtful, system-driven design solutions.

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## Education

### B.Des – Communication Design [2022-Present]

3<sup>rd</sup> year design completed

National Institute of Design, Andhra Pradesh

### Schooling [2011-2022]

St. Joseph's co-ed school, Bhopal

## Technical Skills

Graphic Design | Wayfinding |  
Branding | Typography | Print  
Design | Photography | Publication  
Design | Storyboarding | Interaction

## Soft Skills

Problem-solving | Empathy |  
Leadership and Teamwork |  
Drive and Enthusiasm |  
Communication | Experimental

## Software

Adobe Photoshop | Adobe  
Illustrator | Figma | Procreate |  
Adobe Indesign | Premier Pro |  
Adobe Audition | Autodesk Maya

## Leadership

### Student Representative [2024-2025]

Represented student interests,  
addressing concerns and  
enhancing campus life through  
effective communication and  
initiatives.

English | Hindi

DOB: 09-12-2003

Bhopal, Madhya Pradesh

## Work Experience

### Visual Design Intern — Basil Health Remote | 2025

Designed infographics, social media posts, packaging, and event visuals, while contributing to menu updates, office graphics, and pitch decks, maintaining a cohesive brand identity.

### NID-AP Wayfinding

#### NID AP Campus | 2025

Co-led the design of a user-centric wayfinding system to enhance navigation and spatial clarity at NID AP.

### Mata Janki Real Estate

#### Brand Identity | 2024

Handled logo creation and basic brand collateral for Mata Janki Real Estate, including ID and stationery design.

## At NID

### Chitrakatha [2023]

Bi-annual International design fest  
Assisted in planning and coordination as part of the logistics team

### Designer Log [2024- Present]

An official student-led publication showcasing student and alumni work at NID.  
Working currently as a member of design team.

## Academic Projects

### Signage System for AIIMS Mangalagiri

Designed a departmental signage system for AIIMS Mangalagiri, focusing on accessibility, clarity, and bilingual communication.

### Brand Redesign for APCO Handlooms

Reimagined the brand identity of APCO Handlooms with updated visual elements and communication strategy rooted in its cultural legacy.

### Body Narrative: Visual Study of Indian Body Perceptions

Created an infographic exploring cultural, social, and media-influenced perceptions of body types across India.

### Vayu: Children's Book on the Bhopal Gas Tragedy

Wrote and Illustrated a children's book that sensitively narrates the Bhopal Gas Tragedy through simplified storytelling and engaging visuals.