

Arpita Nik

A brand designer with 6+ years of making brands look like they mean it. From building design systems to crafting social content that grew audiences, I bring both strategy and craft to every project.



Sr. Graphic Designer

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How far I've come

Radarblock, Dubai | Visual Designer

Feb 2025 - Mar 2026

- Led end-to-end design for global Web3 events, including **Token 2049**, Dubai creating branding, merchandise, and print collaterals for Growth Radar and AI Block Summit, with designs widely adopted by an international audience.
- Designed high-impact event merchandise (t-shirts, tote bags, etc) that gained strong on-ground visibility and contributed to the overall success and recall of the events.
- **Rebranded** Radarblock, developing a cohesive visual identity across logo, website, merchandise, and social media elevating brand consistency and positioning.
- Designed social media and print creatives for in-house brand and clients including Kite AI, Lucid, Zerg, Covalent, PrismaX, and many others.
- Produced video edits, AI reports, pitch decks, and Web3 assets including POAPs (live minting) for brand and client campaigns.
- Collaborated with Kite AI, which subsequently got listed on **Binance**, contributing to their visual identity during a high-growth phase.
- Leveraged **AI tools** including Midjourney, Kling, and Minimax to accelerate content creation and explore new visual formats.

Graviton Web3 Accelerator, Bengaluru | Lead Designer

Nov 2022 - Dec 2024

- Developed and enforced **brand guidelines**, establishing a cohesive visual identity across digital, print, and social channels.
- Achieved an **80%** increase in social media followers through creative design, community content, and targeted strategies.
- Designed and managed merchandise and promotional assets for Web3 events, enhancing brand visibility across international and domestic platforms.
- Designed mascots and brand assets that embodied the brand's archetype, building stronger audience connections.
- Produced video edits, including podcast and masterclass edits featuring global founders and mentors.
- Explored experimental content formats like comics, GIFs, and memes to gauge audience engagement and identify what resonates best.

Freelance, Bengaluru | Independent designer

Nov 2020 - Nov 2021

- Managed projects independently, delivering branding, illustrations, and social media designs on time and with a focus on quality.

Green Mushroom Creative, Bengaluru | Graphic Designer

Dec 2018 - Dec 2019

- Led end-to-end branding projects for renowned pubs, breweries, malls, and co-working spaces in Bangalore, ensuring a consistent and memorable visual identity across all mediums.
- Designed social media campaigns, including static and motion graphics, to drive engagement.
- Created eye-catching menus, standees, and banners to elevate on-site customer experience.

TheWordsEdge, Bengaluru | Graphic Designer

May 2018 - Nov 2018

- Designed compelling pitch decks, case studies, UI mockups, and marketing materials like pamphlets, flyers, creating engaging and user-focused visuals.
- Created emailers and social media posts to effectively communicate key messages and boost brand visibility.

We45, Bengaluru | Graphic Design Intern

May 2016 - July 2016

- Gained hands-on experience in aligning design outputs with the brand's voice and identity.

Where I started

- **M.A Design Practises in Visual Communication | 2020-2022**
Srishti Institute of Art, Design & Technology, Bangalore
- **B.A Visual Communication | 2015-2018**
St. Joseph's College, Bangalore

Tools & Expertise

- | | | |
|----------------------|--------------------|--------------------|
| • Adobe Illustrator | • Brand & Identity | • Midjourney |
| • Adobe Photoshop | • Strategic design | • Kling |
| • Adobe Premier Pro | • Illustration | • Google AI Studio |
| • Adobe Aftereffects | • Typography | • ElevenLabs |
| • Adobe InDesign | • Graphic Design | • Minimax |
| • Procreate | • Deck Design | |
| • Figma | • Video Editing | |

Languages I know

- English
- Hindi
- German (Beginner)