

KRATARTH SONI

Visuals & Graphic Designer

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[LinkedIn](#) ♦ [Portfolio](#)

PROFESSIONAL SUMMARY

Senior Graphic Designer with 6+ years of experience in brand identity and print production. Expert in bridging the gap between creative concepts and technical execution.

WORK EXPERIENCE

Creative In-Charge - Sutocafe Global Pvt. Ltd. Jul 2024 - Feb 2026
Indore, India

- Drafted and presented stall branding, brochures, and maps to marketing stakeholders for 5 national franchise expos, boosting brand visibility by 25%.
- Orchestrated end-to-end production with vendors and printers to redesign packaging, elevating customer engagement by 40%.
- Coordinated with stakeholders to deliver Amazon merchandise packaging with a physical mockup in 1 day.
- Built an inauguration asset library of 20+ unique items, including menus and invites, supporting 100% of launch requirements.
- Formulated menu assets for Tealogy Cafe Pvt. Ltd. with brand managers, increasing brand visibility by 25%.
- Integrated marketing feedback into design workflows, iterating on brand assets to achieve a 50% approval rate.
- Built an asset library of 20+ unique items, saving 69% in project time for launch requirements.
- Supervised printers and suppliers to ensure 100% color accuracy and material quality for all brand collateral.
- Assessed paper stocks and finishes to balance aesthetic goals with production constraints, keeping 100% of selections within budget.
- Drafted technical dielines and print-ready artwork for 10-14 annual packaging projects, collaborating with manufacturing teams to ensure 100% accuracy during the production stage.
- Benchmarked eco-friendly materials to transition 95% of packaging, maintaining brand standards and optimizing cost-efficiency.

Founder & Visual Designer - Kratarth Productions May 2020 - Present
Indore, India

- Operated a solo studio delivering 3+ major film campaigns, including ALPHA (2024) posters, achieving 100% client satisfaction.
- Handles 100% of design stages end-to-end, augmenting project delivery efficiency by 95% from brief to final print/digital output.

Co-Founder & Designing Head - Pacific Networks 2022 - 2023
Indore, India

- Established visual identity and design workflows, managing 100% of creative output and increasing design efficiency by 95%.

EDUCATION

R.P.L. Maheshwari College 2020 - 2023
Bachelor of Commerce, Commerce Indore, India

Chameli Devi Public School 2020
Class XII, Commerece, 78.6% Indore, India

- C.B.S.E. Affiliated School

SKILLS & INTERESTS

Design Software & Tools: CorelDRAW, Adobe Creative Suite, Print Production Software

Design Specializations: Brand Identity, Packaging Design, Editorial Design, Key Art Development, Digital Publishing

Technical Production: Dieline Creation, Print-Ready Artwork, Color Management, Material Specification, Vendor Management

CERTIFICATIONS

Unlock Typography

Unlock Design

Inspire & Design

Break & Set

Logo Design Masterclass

VOLUNTEERING

Designing Head & Social Media Designer 2021 - 2023
Nityog Foundation (NGO) Indore, India

- Formulated visual concepts, including logos and collateral, while overseeing ongoing social media graphics on a volunteer basis.