

Kratarth Soni

Visuals & Graphics Designer

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EXPERIENCE

Creative In-Charge

Jul 2024 – Feb 2026

Sutocafe Global Pvt. Ltd. · Indore (M.P.)

- Owned all design output for 5 national franchise expos (Lucknow, Bangalore, Mumbai, Chandigarh, Delhi) —stall branding, brochures, and a custom pan-India coverage map..
- Redesigned full dine-in and takeaway packaging (boxes, containers, cups, cutlery) and merchandise (50g/100g coffee bottles), managing design through vendor production.
- Delivered Amazon merchandise packaging with a physical mockup in a single day on urgent brief —approved and live immediately.
- Built the company's entire inauguration asset library from zero —menus, flyers, certificates, QR designs, digital invites—when no source files existed.
- Handled design for sister brand Tealogy Cafe Pvt. Ltd. —NEO model menu brochure and table/clipboard menus for their new outlet.

Founder & Visual Designer

May 2020 –Present

Kratarth Productions · Indore (M.P.)

- Run a solo studio delivering film posters and campaign materials for independent productions —poster and campaign for mini web series ALPHA (2024), short films Goodbye Myth (2022) and CHIPS (2020).
- Handles every stage end-to-end: brief, concept, revisions, and final print/digital delivery.

Co-Founder & Designing Head

2022 - 2023

Pacific Networks · Indore (M.P.)

- Set up the visual identity, design workflow, and all client-facing creative output as the sole designer from day one.

Designing Head & Social Media Designer

2021 - 2023

Nityog Foundation (NGO) · Indore (M.P.)

- Built the complete brand identity (logo, guidelines, collateral) from scratch and managed ongoing social media design —on a volunteer basis.

SKILLS

Software(s): Adobe Photoshop · CorelDRAW · Adobe Illustrator

Disciplines: Brand Identity · Print Production · Packaging · Editorial Design · Key Art · Social Media · Digital Publishing

Strengths: Design Psychology · Colour Theory · Vendor Coordination · Cross-team Collaboration

EDUCATION & CERTIFICATIONS

Bachelor of Commerce 2020 – 2023

R.P.L. Maheshwari College, Indore (M.P.)

Design Certifications (Rajeev Mehta & Skillshare)

Unlock Typography · Unlock Design · Inspire & Design · Break & Set · Logo Design Masterclass

Class XII - C.B.S.E. Affiliated School - 2020

Chameli Devi Public School, Indore (M.P.)