

PRITAM KUMAR

Brand & Web Designer

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SUMMARY

Brand & Web Designer with 2+ years of experience building brand identity and website systems for a healthcare, agency and an NGO spanning healthcare, education, livelihood, and climate change. Managed visual consistency across multi-brand ecosystems of 5–6 sub-brands under a single master architecture, from logo design through no-code website development. Skilled in Figma, Adobe Creative Suite, and responsive web design, with a track record of translating founder-level business goals into cohesive visual systems.

EXPERIENCE

Brand & Web Designer

Sanmat — Ranchi, JH

08/2025 – 02/2026

- Designed the official logo and complete visual identity for Sanmat School of Nursing & Medical Research (SSNMR).
- Recreated and refined logos for 5–6 subsidiary brands to maintain consistency with the Sanmat master brand system.
- Created the logo and visual assets for Sanmat Podcast, maintaining alignment with the parent brand identity.
- Designed brand collateral including pamphlets, posters, hoardings, and promotional materials for institutional use.
- Designed and developed a responsive, no-code website for SSNMR to support admissions and improve information access.
- Produced 4–5 social media posts daily to every alternate day, applying shared design guidelines while adapting color and imagery per brand.
- Coordinated with internal teams to deliver design requirements accurately and on schedule.

Brand Designer

Dantveda (Remote) — Ballia, UP

12/2024 – 05/2026

- Led end-to-end brand identity development for Dantveda Clinic, including logo design and a complete visual identity system.
- Designed and developed a responsive website to improve online visibility and patient engagement.
- Created marketing creatives, promotional materials, and digital assets for healthcare-focused campaigns.
- Developed a responsive, no-code website focused on usability, accessibility, and brand positioning for the practice.
- Collaborated directly with the founder to translate business goals into visual solutions.
- Managed multiple design workstreams simultaneously while ensuring quality, consistency, and timely delivery.

SELECTED PROJECTS

Dantveda Clinic

Designed logo and complete visual identity system.

Created marketing creatives, promotional materials, and digital assets.

Designed and developed a responsive website to improve online visibility and patient engagement.

Sanmat School of Nursing & Medical Research

Designed institutional logo and brand identity.

Created brochures, admission campaigns, outdoor advertisements, and promotional materials.

Developed the official website to improve information access and support student admissions.

Elevate Homes

Designed brand identity and logo system.

Set up Shopify store architecture and product listings.

Improved brand presentation through consistent visual communication.

Sanmat Podcast

Designed logo and supporting visual assets.

Maintained alignment with the Sanmat master brand architecture.

The Roaming Bean

Developed café brand identity concepts, logo exploration, and visual direction.

Clove(Ongoing)

Leading brand naming and identity development for Clove, an emerging candle brand.

SKILLS

Brand Identity Design • Logo Design • Visual Identity Systems • Brand Strategy • Marketing Collateral Design • Shopify Store Setup • Print Design • Visual Communication • Design Systems • Creative Direction • Website UI Design • Responsive Web Design • No-Code Website Development • Social Media Design • Wireframing & Layout Design • Stakeholder Management • Cross-Functional Collaboration

Tools: Figma • Adobe Illustrator • Adobe Photoshop • Canva • Shopify • Wix Builder • Hostinger Builder • DaVinci Resolve

EDUCATION

Diploma in Logistics & Supply Chain Management

Jain University, Bengaluru, KA, India