

NUPURA PARULEKAR

Visual Communication Designer

Branding · Packaging · AI-led Ad Creative · Mumbai



About me

Namaste!

I'm Nupura Parulekar, a Visual Communication Designer based in Mumbai. As a designer I believe that every interaction is a brushstroke of experience, contributing to the masterpiece of our creative journey.

I see myself as a humble, creative, and collaborative designer who enjoys teamwork and transforming ideas into impactful visual experiences. My main areas of interest are branding, packaging, and AI-led ad creative for performance marketing — exploring how thoughtful design can enhance everyday experiences and bring brands to life.

Experience

July 2025 – Present (Graphic Designer)

Grexa AI

- Designed performance ad creatives, internal graphics and event collateral across multiple local-business verticals
- Directed AI-generated video ads built to drive purchase, from concept to final cut
- Partnered with marketing on campaign concepts and creative strategy
- Built reusable templates and creative systems that scaled ad output without losing brand consistency

2024-25 (Art Director / Designer)

Reliance Jio Infocomm Limited

- Created festive ads, retail packaging and Jio Internal Tournament campaign
- Designed premium packaging for corporate events

2023-24 (Freelance Visual Designer)

AutoPack.co

- Designed stationery, packaging, and brand visuals for vibrant product lines
- Aligned design language with brand vision, ensuring cohesive communication

2023 (Internship)

TMB Design Studio

- Produced print and digital assets: mockups, social media creatives, marketing materials

Education

2019-23

Unitedworld Institute Of Design, Ahmedabad

2017-19

D.A.V Junior College, Mumbai

2005-17

Wamanrao Muranjan High School

Skills



Illustrator



Photoshop



InDesign



AfterEffects



Figma



Blender

AI Tools



Claude AI



Firefly

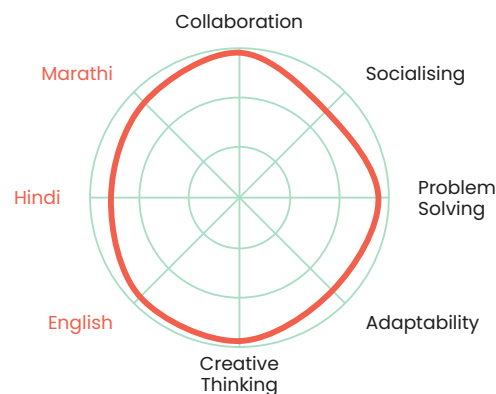


ChatGPT



Gemini

Strengths



Contact



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