



Contact

Mobile + 91 - 78458 92388
Email ID poorani.k@nift.ac.in
Linkedin Poorani K [Click to View](#)
Behance Poorani K [Click to View](#)

Education

National Institute of Fashion Technology
B.Des. Fashion Communication, 2023 - 2027
CGPA : 8.9

DAV Public School, Chennai
Higher Secondary, 2023
Marks Scored: 91.6%

Hobbies

Reading Novels
Sketching
Solving Sudoku
Solving different Rubiks' Cubes

Reference

Mr. Muhammed Ashraf T
Assistant Professor
National Institute of Fashion Technology
Email : muhammed.ashraf@nift.ac.in

Mr. Abhilash Balan P
Assistant Professor
National Institute of Fashion Technology
Email : abhilash.p@nift.ac.in

Poorani K B.Des., NIFT Kannur

Specialising in Illustrations, Typography and Motion Design

Adobe Suite | Adobe Fresco | AutoCAD | Fusion 360

A graphic design candidate with a background in fashion communication, focused on translating ideas into visual outcomes through illustration and motion design. Demonstrates a strong interest in typography, layout systems, and publication design, which informs the structuring and presentation of content. Works across illustration, motion, and editorial design, with an expanding focus on branding and packaging.

Approaches design with an emphasis on clarity and problem-solving, producing thoughtful, well-structured visual solutions.

Illustrations | Typography | Motion Design | Publication Design

Internship

The Madras Branding Company - Graphic Design Intern July '26

- Designed Instagram creatives, including posts, carousels, and stories for major clients. [Click to View](#)
- Created packaging design and advertisement creative for print media.

Ampersand Communications - Influencer Management Intern June '25

- Scouted, shortlisted, and onboarded influencers for campaigns while maintaining an organized influencer database in Excel. [Click to View](#)
- Designed a social media post for the company's Instagram page.

Projects Undertaken

Internship Projects - Social Media & Print Media Design [Click to View](#)

- Designed social media creatives for multiple brands, including posts, carousels, and stories. Additionally, contributed to packaging design and print creatives.

Branding & Packaging Project [Click to View](#)

- Created the brand identity and packaging design for Munchies, a conceptual snack brand.

Publication Design

Ezhakal - Craft Research Documentation [Click to View](#)

- Designed and illustrated a book documenting a traditional craft cluster in Ernakulam, developed as part of a college project.

Talk Chic - French Fashion Glossary [Click to View](#)

- Researched, curated, and designed an A-Z glossary inspired by French fashion, developing the content, typography, color palette, and illustrations.

Space Design

Harry Potter Store Design - Sensory and Virtual Experience Design [Click to View](#)

- Designed a 3D Harry Potter-themed retail store, incorporating sensory elements and virtual experiences to create an immersive environment.

Ad Film - Set Design [Click to View](#)

- As part of a group project, developed an ad film concept and designed sets that supported and brought the storyline to life.

Brand Study & Advertising – Puma [Click to View](#)

- Analyzed the brand's identity and created a conceptual advertisement using typography, color, and imagery aligned with its visual language.