

# Gunjan Panchal

Graphic & Typeface Designer

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Hello! I'm a Graphic and Typeface designer based in India, with 12+ years of experience in branding, social media, web design, typeface design, and graphic design. Skilled at delivering visually compelling solutions that align with brand identity and market trends. Proven ability to work independently and collaboratively across diverse projects. Passionate about continuous skill enhancement in graphic design to stay ahead of industry advancements.

[Portfolio](#)

[Behance](#)

[LinkedIn](#)

[MyFonts](#)

[Fontstore](#)

[AdobeFonts](#)

[Instagram](#)

## Work Experience

### Feb 2024 - Present Executive Art Director, Windowseat Design, Bengaluru

- Managed and executed end-to-end project lifecycle for various clients, including Naturo, Nirantara, National Public School.
- Streamlined project workflow, ensuring timely completion and client satisfaction.

### Dec 2021 - Nov 2023 Senior Typeface Designer, Universal Thirst, Mumbai

- Specialised in designing and refining Gujarati script typefaces.
- Assisted in the development and enhancement of various typeface projects, collaborated with multiple type designers, and contributed to Instagram's Gujarati typeface.
- Gained experience in font engineering, including basic coding and backend modifications for practical implementation.

### Dec 2020 - July 2021 Typeface Designer, Ek Type, Mumbai

- Led the development of the Noto Nandinagari typeface, contributing from concept to final execution.
- Assisted in refining and optimising typefaces for improved readability and functionality.
- Gained in-depth knowledge of typeface design, exploring its core principles and various aspects.

### Mar 2016 - Feb 2020 Typeface Designer, Guerilla, Ahmedabad

- Collaborated with Mr. Hanif Kureshi on multiple type design and lettering projects.
- Worked closely with street painters to document and digitise hand-painted signboards.
- Designed and developed layered script typefaces, ensuring aesthetic and functional accuracy.
- Utilised Glyphs and other type design tools for practical application and implementation.

### Apr 2015 - Feb 2016 Social Media Team Lead, Communication Crafts Pvt Ltd, Ahmedabad

- Led and managed a team of 7-8 designers and copywriters, ensuring smooth workflow and creative excellence.
- Strategised, developed, and executed social media campaigns across multiple platforms.
- Oversaw creative direction for HOF furniture, Retail Brands, Politician social media page and Mercedes showroom social media page ensuring brand consistency and engagement.

### Jul 2024 - Apr 2015 Art Director, Ogilvy, Bengaluru

- Worked on creative direction for brands like Bingo, Titan watch, Myntra and ITC ensuring high-quality design.
- Specialised in branding, packaging, brand promotion, brochures, presentations, and web banners.

### Oct 2012 - Jun 2014 Art Director, Orchard Advertising, Bengaluru

- Led end-to-end creative projects for clients such as Vidal Health, Essilor Lens, Dr. Water, and pitch presentations.
- Developed and executed branding, packaging, promotional materials, brochures, presentations, and web banners to enhance brand identity.

### Jan 2021 - Oct 2012 Visualizer, Law & Kenneth Saatchi & Saatchi Private Limited, Mumbai

- Managed photoshoots for stationery, lifestyle, and clothing brands, ensuring high-quality visual storytelling.
- Led photoshoot execution for clients such as Godrej Interio, Omkar Builders, and Hungama, ensuring brand alignment and creative excellence.

### Jan 2010 - Jan 2011 Graphic Designer, Marching Ants, Mumbai

- Designed movie posters for film such as No One Killed Jessica and Udaan, ensuring impactful and visually compelling artwork.
- Specialised in Photoshop and Adobe Illustrator, mastering advanced editing, composition, and creative manipulation techniques.

## Education

PGDM Marketing Management from MIT Pune distant learning (May 2024 - Present)

Bachelors of Visual Arts from Maharaja Sayajirao University of Baroda (August 2009)

## Workshops Conducted

- Assisted Mr. Mahendra Patel in conducting a 10-day workshop at Symbiosis Institute of Design, Pune.
- Led a 22-day workshop on Indic Typeface Design at Nirma University, Ahmedabad.

## Software Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, MS Powerpoint, MS Word, Affinity, Glyphs

## Interests

Crafts, Fitness, Cycling, Movie bug, Music and Cooking.