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JENIL KOTHARI

ILLUSTRATOR, GRAPHIC DESIGNER &
CREATIVE DIRECTOR

ABOUT ME

Hello! I am an Illustrator and Graphic Designer with a background in Economics. This allows me to dabble market research and demographic analysis to create strategically driven designs, illustrations, and brand identities that convert creative vision into marketable, high-performing products.

SKILLS

Design: Illustrative Design, Brand Identity, Character Design, Mascot Creation, Packaging, Merchandise Design.

Tools:

- Procreate
- Procreate Dreams
- Midjourney
- MS Office Suite
- Adobe Illustrator
- Adobe Indesign
- Canva
- DaVinci Resolve

EDUCATION

**MITHIBAI COLLEGE OF ARTS, SCIENCE AND
COMMERCE, MUMBAI** **2023-2026**

BA ECONOMICS
CGPA: 9.18/10

SRI SATHYA SAI VIDYA VIHAR, INDORE **2020-2022**

10th Percentage : 91%
12th Percentage: 93%

USPs: Content Strategy, Market Research, Demographic Analysis, MS Office (Excel, Word, PowerPoint)

Competencies:

Innovation, Collaboration, Adaptability, Time Management, Perfectionism and Attention to Detail.

**WORK
EXPERIENCE****FIVERR.COM - FREELANCER [NOW - 2020]**

Made custom artwork, album/podcast covers, and brand assets for independent creators and businesses. Also designed physical merchandise, including custom keychains and packaging assets. Consistently generated ₹20,000+ per commission by delivering high-quality commercial illustrations and animations. Built strategic creative assets for influencers and artists with up to 280K+ followers and 10 lakh+ reach.

TAYATA.CO - BRAND DESIGNER AND ILLUSTRATOR [JAN 2026 - MARCH 2026]

Defined brand vision and strategy based on targeted demographic research and company goals. Designed a custom brand mascot and character assets to align with consumer preferences. Created packaging mockups and launch-day merchandise to drive product marketability.

GOSTARGAZER.COM - CREATIVE DIRECTOR AND UI/UX DESIGNER [NOV 2024 - JAN 2025]

Directed UI/UX design and visual identity for the website, improving user retention and communication efficiency.