

Jessica Kochar

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I'm a communication designer who loves research and figuring out how all the pieces fit together. I enjoy thinking about the bigger picture, but also really care about the small details that make a project feel thoughtful and complete. I'm especially interested in how design can shape experiences, tell stories, and build systems that actually work.

Skills & Tools

Design: Branding, UX research, Visual Systems, Prototyping

Tools: Adobe XD, Figma, Photoshop, Illustrator, InDesign, Blender

Soft Skills: Storytelling, Ideation (ie: cool ideas), Collaboration, research

Education

B.Des in Visual Communication (3rd Year Student UID, Gandhinagar Batch: 2023-2027)

Primary-Secondary Education (Ambience Public School, Delhi)

WORK EXPERIENCE

WantASanta Hamleys Wonderland Experience (Karnavati University Collaboration with Reliance Brands)

August 2024- January 2025 | Karnavati University, Gandhinagar

Role: Research and ideation phase Team Lead & Development Core Team Member

- Lead Research and Ideation phase: Ran brainstorming sessions, Shaped Initial Concepts, and gathered insights.
- Took charge of developing an interactive table-top installation (that was to be displayed) from concept to prototype, translating it using cardboard and other materials to a fully functional Prototype for the client.

Baker & Taylor (US based largest distributor of Content to Libraries & Retailers across the globe)

April 2024- June 2024 | In-person, Delhi

Role: Graphic Design Summer Intern

- UX/UI Design inputs for the Audio Engine module for the Mobile Product Team
- Illustrated a culturally themed children's coloring book, collaborating with internal teams to deliver it on a short timeline.
- Created marketing & social media assets like bookmarks, postcards, email headers, certificates with characters
- Created social media posts for mobile app and product promotions
- Designed a Diwali Holiday gift box & a tote bag (with B&T themed characters) that was to be gifted to employees.

Modus Department festival (Karnavati University, Gandhinagar)

December 2023 | Karnavati University, Gandhinagar

Role: Installation Lead – MODUS 2023

- Conceptualized a two-part installation for the theme “Shunya – Infinite Possibilities,” drawing parallels between the building blocks of the physical and digital worlds
- Led a team of second-semester students through ideation, material sourcing, construction, and final setup of the installation

Lil Goodness (FMCG Company focused on Healthy Snacks)

June 2022- August 2022 | Remote, Delhi

Role: Marketing Summer Intern

- Wrote copy and product story for product packaging & website for different Snacking Products
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Projects

-Branding for educational toy company

From start to end, developed an extensive visual identity for a company selling educational toys called “The Banana Kits”, as part of course work.

Skills: Storytelling, Design System development, Market Research, Brand Guideline, Logo design, Packaging

-Magazine editorial design

Making an experimental 20 page magazine about design and propaganda..

Skills: Creative direction, Layouting, experimental typography, Indesign, Photoshop

-Game design

Created a card game called “Spill the Chai” in 48 hours in collaboration with a team

Skills: Project management, UX research, Teamwork, Rapid prototyping

-Bad Chairs Conceptual illustration and 3d project

Mixed chairs with birds to imagine bizarre, “bad” seating that questioned what makes a chair usable — turning quirky hybrids into playful stories about design, function, and culture.

Skills: Conceptualisation, visual storytelling, 3d modelling

-VAMPYRE Typeface design

-Typeface design inspired by vampire fangs and grids

-Investigating Overconsumption: UX Research in the Fast Fashion Space

Understanding the why, how, what of overconsumption in the fast fashion space, and how individual consumers can become more conscious of their choices.

Skills: Research, Interviewing

-Motion graphics

.Festival mixed media social media post

.Clothes brand ad social media post

.Logo Animation
