

Hi, my name is

Ir. DHANANJAY PATIL

and I am a Brand Designer.

About Me

'Mechanical mind, Designer heart'

I help growing businesses solve inconsistent market perception and attract bigger opportunities. I do this by using branding as a strategic tool.

I believe in the power of branding to shape society, this drives me to quests that widen my worldview & create value for society, something that I aim to continue doing through my career.

Experience

Freelance Brand Designer

Jan 2026 - ongoing

Repositioned a Kolhapur-based business as a credible partner for corporate clients, building upon their traditional MSME focus.

Built 5+ brand and communication assets to communicate their expertise and build trust in the market.

Designed for audience that prioritizes speed of understanding.

Improved information clarity by >50%, prioritizing concise communication and reducing friction.

Education

MSc. Industrial Design Engineering
University of Twente
The Netherlands.

Feb 2022 - July 2024

B.E. Mechanical Engineering
Savitribai Phule Pune University
India.

June 2015 - Dec 2020

Expertise

- Brand Strategy
- Logo Design
- Packaging
- Copywriting
- Visual & Vocal Identity
- Graphic Design
- Motion Graphics

Software Skills



Expertise



Expertise



Proficient



Proficient



Proficient



Building
Proficiency



Proficient at using AI for:

- Research & Ideation
- Strategy Feedback
- Prompt Engineering
- Video & Image Generation

Contact

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